

CHEMIST & DRUGGIST

The newsweekly for pharmacy

March 3, 1984

a Benn publication

'Pharmacy for pharmacists' say Council candidates

PSNI economic survey for Nuffield

JIC scales: 6pc for pharmacists

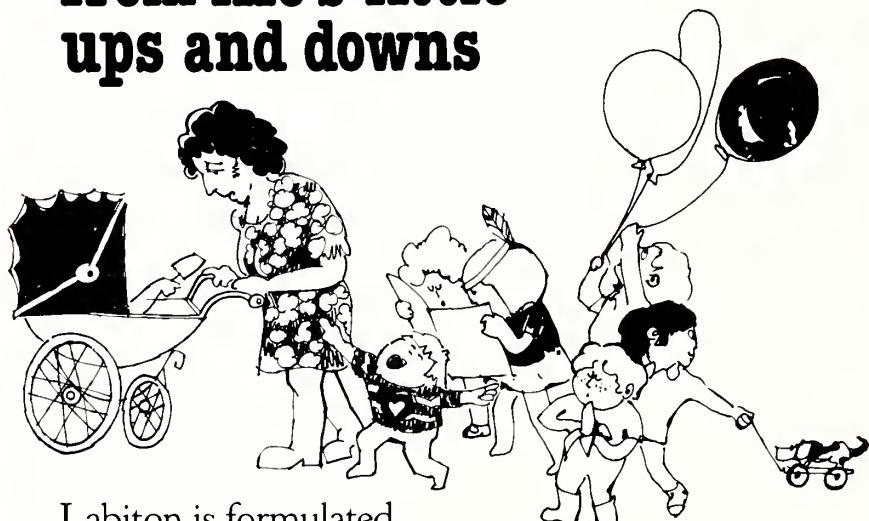
A new way to control distribution

CSM moves on phenylbutazone

The outlook at Max Factor: C&D interview

First aid in the pharmacy: special feature

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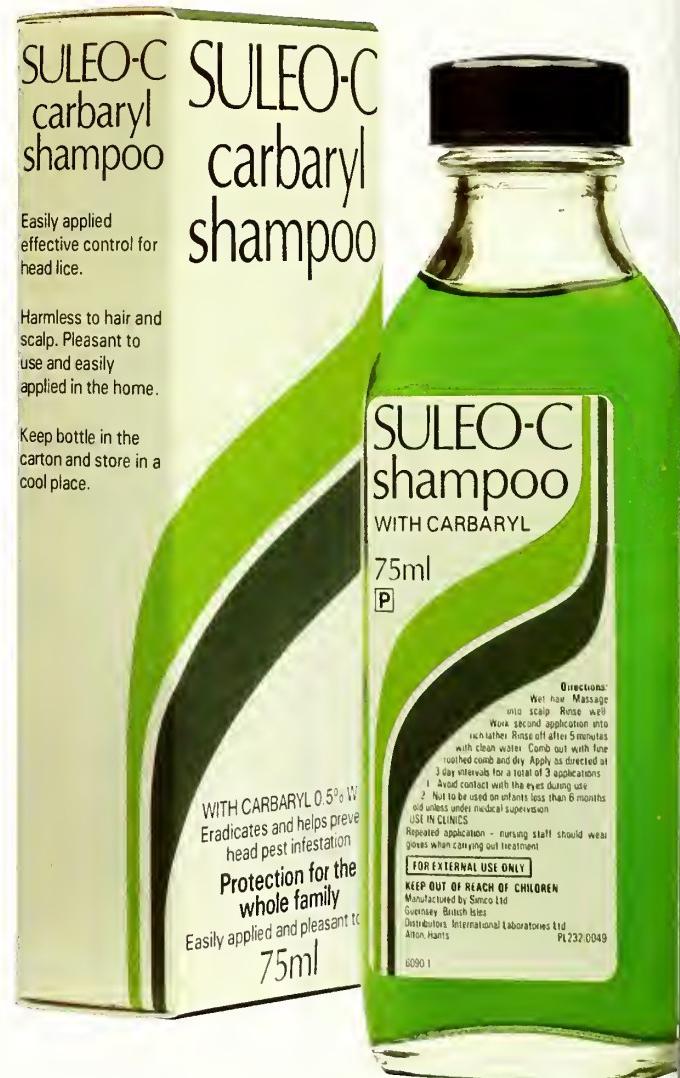
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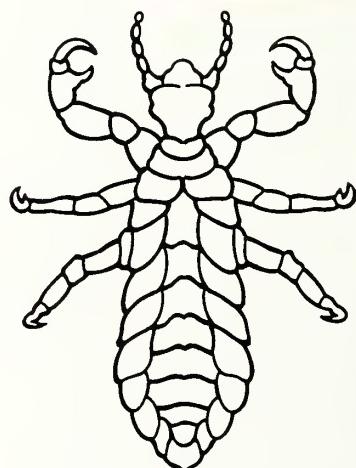
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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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March 3, 1984

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Editor/Publisher:

Ronald Salmon MPS

Deputy Editor:

John Skelton BPharm, MPS

Beauty Editor:

Liz Platts BA

Technical Editor:

Patrick Grice BPharm, MPS

Contributing Editor:

Adrienne deMont BPharm, MPS

Editorial Assistants:

Paul Slade BA

Steven Titmarsh BPharm, MPS

Art Editor: John Clement

Price List Controller: Colin Simpson

Director: James Lear

Advertisement Manager: Peter Nicholls JP

Assistant Advertisement Manager:

Doug Myton

Production: Shirley Wilson

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COMMENT

Could it be? Surely not! Are there stirrings among those stoical grass roots? And will the stirrings be translated into votes at the Pharmaceutical Society's Council election in May?

Certainly there are indications of an awakening of interest in pharmaceutical politics — perhaps sparked off by a genuine concern that the world is about to overtake the profession. Supermarkets on the one hand and computers on the other seem to have pharmacy's future in a vice-like grip from which escape may be possible only through applying concerted opposite pressure. In the background, apparently awaiting to stamp on the pieces, is a Government antagonistic to the professions and bent on a reduction in NHS costs.

The signs reaching C&D have manifested themselves most notably as an unprecedented increase in the number of

letters to the Editor, plus an avalanche of unsolicited articles and "personal opinions" concerning the direction the profession is taking. The demand on our space has been too great for all of those outpourings to reach the printed page — and indeed we would urge contributors to curb their literary zeal and make their points succinctly to allow for a greater range of views.

It may well be, of course, that some of the letter writers are themselves prospective candidates in the Council election. They are not forced to declare their hands until the end of March, and may well have learned a lesson from some of the "old campaigners" whose names appear in print with increasing regularity as the three-yearly re-election time comes round.

This week three candidates have "gone public" (see p392). They are standing with only one manifesto principle in common — but it is a very important one, relating to the

ownership of pharmacies and the existing Council's apparent reluctance to take any steps along the road to the "pharmacy for pharmacists" ideal set at last year's special general meeting.

But these newcomers are not the only ones unhappy with Council. There are motions down for the Branch Representatives meeting in May which, for example, deplore lack of response to BRM resolutions; question Council's method of "safeguarding and promoting the interest of members"; seek to lift restrictions on candidates' letters to the pharmaceutical Press during elections — and press for regional representation on Council to identify the electorate more closely with an individual Council member (see also p422).

It could be an interesting election!

CSM takes action on phenylbutazone

The withdrawal of two more anti-arthritic drugs appears imminent following recommendations from the Committee on Safety of Medicines that the product licence for oxyphenbutazone should be withdrawn and that phenylbutazone should be prescribed by hospital doctors for ankylosing spondylitis only.

Mr Kenneth Clark, Minister for Health, was studying the recommendations as *C&D* went to Press. The CSM recorded 651 deaths in the UK associated with the drugs between 1964-82. Adverse effects include aplastic anaemia, agranulocytosis and bone marrow failure.

Phenylbutazone was first marketed by Ciba-Geigy in the UK in 1951, and at the time was said to represent a substantial improvement in the treatment of arthritis. An internal company document dated September 1982 summarising reports on 1,182 deaths associated with the drugs worldwide was reported in the *Sunday Times* last December, which, in the wake of the withdrawal of other anti-inflammatories, led to the CSM investigation.

Geigy Pharmaceuticals were informed of the CSM's recommendations on Monday, and have 28 days in which to appeal. *C&D*

CHC opposes GP dispensing

Eastbourne Community Health Council has come out against doctors' application to dispense in Heathfield in Sussex.

Having visited the doctors concerned, the chemist in nearby Wadhurst and Mr Michael Proctor, who has two shops in the Heathfield itself, the CHC decided at a meeting on Monday night that a third dispensing service was unnecessary.

"There has been very little publicity and we have not had time to speak to the public. People are only now getting concerned," CHC secretary Mrs Asquith told *C&D*. "A third of the patients of the GP practice concerned live outside the one mile limit of pharmacies in Heathfield, Horam and Mayfield. This would cause quite a big reduction in patients and might well affect the pharmacies concerned. Any closures in rural areas are not in the public interest."

Mrs Asquith also said there seemed to

understands the company was having a further meeting with the Department of Health later this week. Geigy, until this week, marketed seven preparations containing phenylbutazone or oxyphenbutazone.

However in what a company spokesman describes as a "decision taken quite independently" combination products **Parazolidin** and **Tandilgesic** have been discontinued by the company this week and no stocks remain.

The two drugs were banned in Norway in December 1983. They are also unavailable in Israel and restricted for use in arthritis of the spine in West Germany.

Labour health spokesman Mr Michael Meacher has called for a ban on the drugs. In a letter to Social Services Secretary Norman Fowler he has demanded that companies should be forced to pay compensation to victims of banned drugs. He also suggested that companies are given financial compensation by the DHSS under the Pharmaceutical Price Regulation Scheme for their losses in having to withdraw drugs.

The Association of the British Pharmaceutical Industry says the comments are "ridiculous" as there is a price freeze on prescription products until the end of March.

have been no discourse between the two professions. "Both might reconsider their co-operative arrangements for the benefit of patients."

The dispensing subcommittee of East Sussex Family Practitioner Committee meets on March 14 to make their recommendations. In the meantime another application by doctors to dispense in Hailsham, Sussex has been made. The town has three pharmacies.

□ FPCs could do more to consult rural consumer interests on individual applications to dispense and on rurality proposals, says the Standing Conference of Rural Community Councils.

Only three of the 29 respondent FPCs had consulted RCCs when considering decisions about rurality — none had involved Community Health Councils and only five had sought help from their county planning department.

FPCs are more likely to seek consumer views on individual applications from doctors and pharmacists to dispense in rural areas, the RCC says.

Candidates for 'pharmacy'

Pharmacy ownership is to be made an issue in the forthcoming Pharmaceutical Society Council election, with three candidates making it a common part of their manifestos.

Their motives are set out in a letter to *C&D* (see p420) signed by Mr Ashwin Tanna — who began his "pharmacy for pharmacists" campaign through *C&D*'s columns but who is not standing for election — and the three candidates: Mike Reynolds, Nicholas Wood and Dengar Evans.

The writers say they recognise the difficulty of achieving their aims, the need for primary legislation, and the probability of a long timescale — but make those reasons for making a start now, rather than "doing nothing," which they believe to be the policy adopted so far by Council.

Moves on drug monitoring

The Government is to seek the co-operation of the pharmaceutical industry and the medical profession in improving existing methods of identifying adverse reactions to drugs. Mr John Patten, Under Secretary for Health, indicated in the Commons last week.

Replying to a debate on Osmosis he stressed that new legislation could not by itself be guaranteed to produce the desired results.

Mr Eddie Loyden (Lab) claimed that when the drug was eventually withdrawn it was because of an approach to the manufacturer by Federal Republic of Germany, on the basis of UK figures. He described this as "astonishing" and accused the Social Services Secretary of "sitting on the adverse reports about a drug causing irritation or perforation of the bowel and, in some cases, death." He had also been shocked to be told by the Secretary of State that he was reluctant to make a statement on the matter "for commercial reasons".

Mr Patten said the Germans acted not only on our figures but on their own. He stated that the CSM considered Osmosis on September 22, and advised that the licensing authority should revoke the Product Licence. This decision had been notified to the manufacturers, who had decided to appeal. In January they decided not to appeal and surrendered the Product Licence.

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'Post-1980' facts required

The Post-1980 Contractors Committee wants to contact all persons or companies who entered into an NHS contract after October 1, 1980.

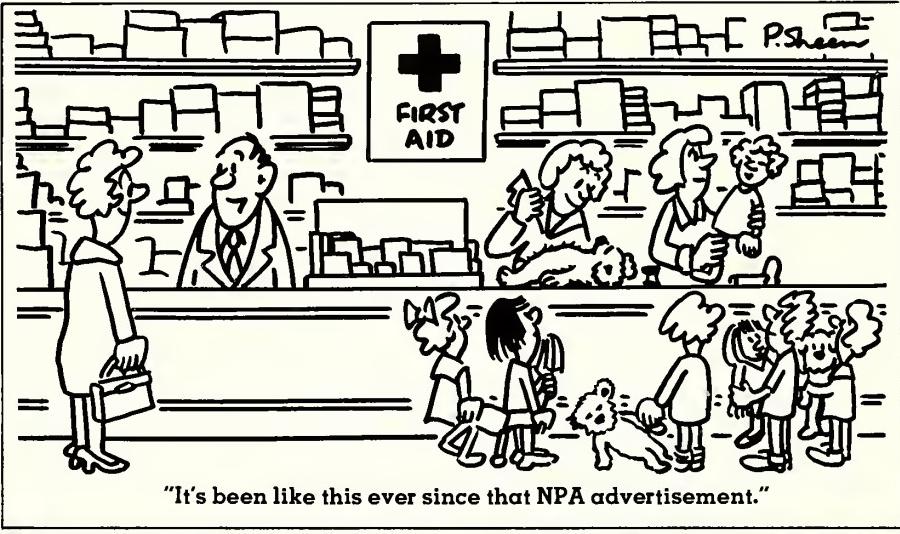
The Department of Health agreed the Committee should provide specific details of post-1980 contractors on an individual basis in their settlement letter (C&D, February 18, p313). Those affected are asked to send a stamped addressed envelope to the officer specified below. By return they will receive a form which will be used by the DHSS to determine the eligibility of the contractor for the "post-1980 concession," the Committee says. Details required include the pharmacists name and address, the Family Practitioner Committee they are contracted to and the contract starting date, and particulars of any share transfer when the business was taken on.

Contractors in the following areas — Cumbria, Northumberland, Durham, Lancs & Merseyside, Cheshire, Salop, Herefordshire, Worcs and Wales — should contact S. Powell, 8 Commercial Street, Pontnewydd, Cwmbran, Gwent. Contractors in Yorks, Lincs, Notts, Derbyshire, Staffs, Warwickshire, Northants, Birmingham and Greater Manchester, should contact M. Everett, 39 Linton Road, Castle Gresley, Burton-on-Trent, Staffs, and those in all other areas should contact P.R. Hulme, 37 Sherwell Valley Road, Torquay, Devon.

A spokesman for the Pharmaceutical Services Negotiating Committee says it asked new contractors to contact them last year (C&D, August 20, p273). Those who have contacted them have supplied similar information which has been passed on to the Department. PSNC has now been advised of the details of the Post-1980 Contractors Committee's agreement with the DHSS.

□ Chairman of the Post-1980 Contractors Committee, Peter Hulme, points out that the special concession offered to Post-1980 contractors is without detriment to other contractors: not as indicated by Xrayser last week.

■ MPs, safety and consumer organisations have been mailed with a new publication. Called "Insight" and produced by the Federation of Optical Corporate Bodies, it is part of the campaign to persuade the Government and opinion leaders that genuine concern exists among the general public at the idea of unqualified people dispensing spectacles.



'Endorsements' for PRP

The Pharmaceutical Services Negotiating Committee is to refer the matter of unaccepted endorsements to the Pharmacists Review Panel following Health Minister Kenneth Clarke's refusal to make a special payment for them.

The Minister said in a letter, considered by the Committee at last month's meeting, he could see no grounds for a payment to offset discounts being made [by the Prescription Pricing Bureau] where pharmacists had endorsed prescriptions that they had supplied a more expensive proprietary preparation when a generic drug had been prescribed.

This refusal was despite the Committee's argument that there were many occasions when, in order to assist a patient, it was necessary to supply a proprietary preparation rather than refuse a prescription for a generic or standard drug that was either not stocked or out of stock.

Notional salary. Following the Labour and Overhead Cost Inquiry held in June 1983, reports nos 1 and 2 dealing with labour costs and the proprietors notional salary respectively were accepted.

A report prepared by Hay MSL, management consultants, comparing proprietor pharmacists with similarly ranked employees in various industries, will be used in a claim to the DHSS in respect of the proprietors notional salary for 1984.

The PSNC is also to consider the DHSS's proposed amendment to the Health and Social Security Bill which deals with deduction of discounts and retrospective.

Parallel importing. A joint meeting between representatives of the

Pharmaceutical Society and PSNC had been arranged to prepare a joint submission to the Department of Health on its new Statutory Order on the importing of pharmaceutical preparations. It was hoped that this would be ready this month.

A letter was received from the Minister of Health saying that, in the Minister's opinion, due to legal consideration, it would not be advisable to proceed with the scheme for the endorsement of PI on prescriptions where parallel imported drugs had been dispensed.

Nuffield Inquiry. It was agreed that the New Contract Working Party should extend its work to include the framing of evidence for the pharmacy inquiry. This evidence would be presented to the Committee before submission.

Pricing of NHS prescriptions. It was agreed that a letter be sent to the Joint Computer Policy Group of the RCGP suggesting that two items be added to the standards for computer issued prescriptions:

1. The prescriber's name be placed on the prescription form even though the prescriber may be a locum or an assistant and not the principal.
2. When any errors are notified to doctors by pharmacy contractors the computer held by the surgery should be re-programmed to correct these errors.

Welsh Pricing Committee. Mr Phillips, regional representative for Region 15, Wales, told the Committee that computer pricing was to go ahead in Wales.

Membership of PPA. Secretary of PSNC, Mr Axon, has been re-appointed as a member of the PPA for a term of office expiring on March 31 1987.

Rational distribution of pharmacies. A report prepared following a meeting of the interested bodies, on rational location of pharmacies, was approved.



Metatone Tonic

The extra help they need.

When your customers are feeling rundown or recovering from illness, METATONE is just the tonic to recommend.

Its unique vitamin and mineral formula speeds recovery after illness and helps to "pick-you-up." That's why doctors prescribe METATONE more than any other tonic.

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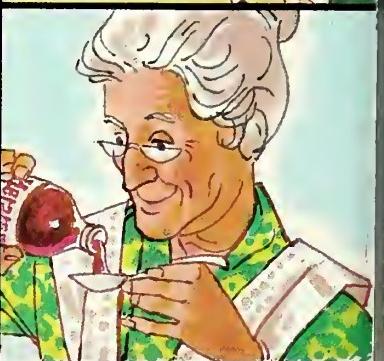
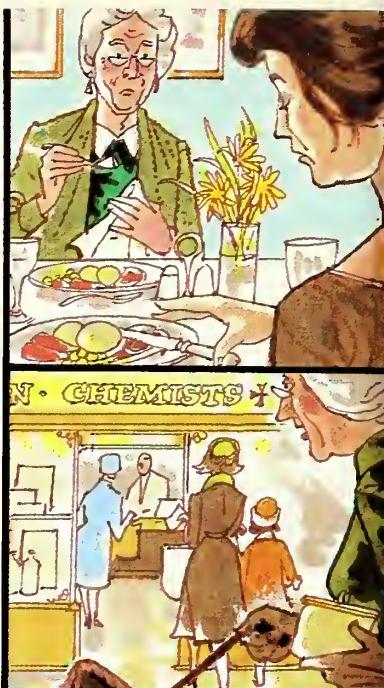
The extra help
they need.



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LAMBERT**

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Eastleigh, Hampshire Tel. 0703 619791

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PSNI economic survey for Nuffield

The Pharmaceutical Society of Northern Ireland is to arrange an economic survey of general practice pharmacy in the Province. All contractors are being asked to participate in the survey, which will be carried out by the Computer Centre at The Queen's University of Belfast.

The survey is to be similar to the one undertaken in 1978 in conjunction with the Institute of Pharmacy Management, the Society's Council was told at its February meeting. The joint General Purposes and Education Committee meeting, held on February 6 to discuss the Society's submission to the Nuffield Inquiry, is also to ask individual members of the Society to comment on topics in which they have specialised knowledge.

A copy of an Ulster Chemists Association statement referring to the DHSS paper which proposes to amend the Medicines (Exemption from Licences) (Importation) Order 1978 (SI 1978 No. 1461), and also to introduce special licensing arrangements for parallel importing from the EEC, has been received. The Council agreed with the UCA view that these steps should put a stop to a good deal of the underhanded and rather amateurish marketing of parallel imports which is now taking place. The Council also supports the UCA in their belief that it is not in the long-term interests of pharmacists to be involved in any way in the practice of parallel importing of medicines.

The treasurer, Mr G. E. McIlhagger, presented the accounts of the Northern Ireland Chemists Benevolent Fund. The income for the year amounted to £7,674 including £3,591 as interest on investment

and £3,964 as a result of the President's Appeal. Grants amounting to £4,960 were made leaving a balance of £2,714. The capital of the Fund was now £37,894. Mr McIlhagger paid a tribute to the continuing generosity of the members of the Society. The president congratulated the members of the committee on their work which included visits to those in need and the offer of advice on their problems.

Mr J. Kerr reported on the EEC UK Joint Group Committee meeting held in London on January 30. The group had agreed a statement on the proposed EEC Directives on the free movement of pharmacists. The statement was discussed in detail by the Council and forwarded to the DHSS (Northern Ireland) with the request that the contents be communicated to the UK representatives to COREPAR. The Council strongly supported the extension of the time limit specified in the Prag amendment from two years to five years. This extension was also supported by the PSGB and NPA members of the Committee.

The preregistration students management course organised by the NI Staffs Council is to be held at The Beeches on March 14-16. The course organised by Drs Booth and Jones will be held at 73 University Street on March 30-April 1. A seminar for preregistration tutors is planned for April 18 at 2.30 pm. A symposium on "Alternative medicine" organised by the Society of Pharmaceutical Students is to be held in the Medical Biology Centre on March 7 at 2 pm — members are invited to attend.

The applications of the following for registration as students were granted: John Michael Martin Hughes, 16 Tummery Road, Dromore, Co Tyrone; Alison Rae Irwin, 10 Glencregagh Road, Belfast; Anne Majella Loftus, 90 Cavehill Road, Belfast.

Mrs M. Siobhan Bell is to receive financial assistance from the C. W. Young Scholarship Fund. Mrs Bell is preparing a thesis for submission for PhD.

ABPI censures four companies

An Association of the British Pharmaceutical Industry report censured four drug companies was leaked to the Press last week.

Syntex and Abbott Laboratories were censured for offering inducements to GPs and their wives. Smith Kline & French and Schering Chemicals were censured for claims made in promotional material sent to doctors.

An ABPI spokesman said that implications of the leak would have to be

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JIC scales: 6pc for pharmacists

Pharmacy managers and pharmacists get a 6.15 per cent salary increase in the new minimum rates of pay agreed by the Joint Industrial Council for Retail Pharmacy.

An increase of £4 a week for shop assistants age 19 and over raises the wage for those in London to £69.32, and for those in the provinces to £69. Rates of pay for junior shop assistants and dispensers in London and the provinces will increase by 6.15 per cent.

All rates of wages are for a normal working week of not more than 40 hours exclusive of mealtimes. However, the Council has agreed that from April 1985 the normal working week shall be 39 hours.

Pharmacies with a combined NHS and counter turnover of less than £2,905 per week can apply for special relief to pay dispensing and shop assistants 15 per cent lower rates.

The salary rise for pharmacy managers is made on uplifted turnover bands. All the new rates and entitlements come into operation on the week commencing April 4.

PHARMACISTS

Minimum annual salary scales

| <i>Pharmacist managers and manageresses</i> | <i>London</i> | <i>Provincial</i> |
|---|---------------|-------------------|
| Weekly turnover £ | £ | £ |
| 1,789-1,968 | 6,824 | 6,732 |
| 1,969-2,163 | 6,960 | 6,867 |
| 2,164-2,381 | 7,100 | 7,005 |
| 2,382-2,619 | 7,242 | 7,144 |
| 2,620-2,882 | 7,387 | 7,287 |
| 2,833-3,169 | 7,535 | 7,433 |
| 3,170-3,486 | 7,685 | 7,581 |
| 3,487-3,835 | 7,839 | 7,732 |
| 3,836-4,217 | 7,995 | 7,888 |
| 4,218-4,640 | 8,156 | 8,045 |
| 4,641 and over | 8,319 | 8,206 |

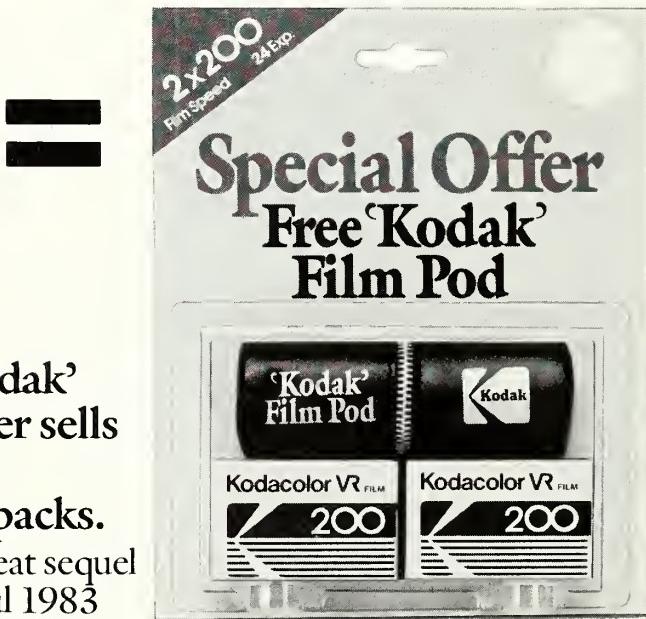
Pharmacists

| | | |
|--|-------|-------|
| 1st year after registration | 5,055 | 4,965 |
| 2nd year after registration | 5,232 | 5,143 |
| <i>Rotas:</i> Weekdays, £3.50; Sundays, weekly short days and customary holidays, £8.15. | | |

ASSISTANTS

| <i>Dispensing assistants</i> | <i>London</i> | <i>Provincial</i> |
|------------------------------|---------------|-------------------|
| Age 20 | £75.37 | £74.92 |
| Age 21 | £77.30 | £76.84 |
| <i>Shop Assistants</i> | | |
| Age 16 | £45.06 | £44.85 |
| Age 17 | £52.01 | £51.75 |
| Age 18 | £58.93 | £58.65 |
| Age 19 | £69.32 | £69.00 |

How to sell two films instead of one.



Free 'Kodak' film pod offer sells these special 35mm twinpacks.

Here's a great sequel to our successful 1983 'Kodacolor VR' Film bubble packs. This useful pod holds two 35mm films and attaches to any standard camera strap.

And it's FREE to your customers when they buy these carded twinpacks.

'Kodacolor VR' 100 Film 2x24 exposure
'Kodacolor VR' 100 Film 2x36 exposure
'Kodacolor VR' 200 Film 2x24 exposure
'Kodacolor VR' 400 Film 2x24 exposure

'Kodachrome' Film now in plastic mounts

'Kodachrome' Film now comes in plastic mounts. Sturdy and pre-popped they have all the attributes of our card mounts.

And the pod offer applies to carded twinpacks of 2x36 exposure 'Kodachrome' 64 Film.

Kodak will be supporting this offer with heavyweight national press advertising - so make sure you have enough stock.

Keep it with Kodak.

Kodak, Kodacolor VR and Kodachrome are trade marks.



By Xrayser

Fish oils and heart disease

The beneficial effects of fish oil on blood viscosity in peripheral vascular disease are discussed in a paper in this week's British Medical Journal.

The low incidence of heart disease in Eskimos is said to be related to a diet rich in eicosopentaenoic acid (EPA). In a double blind randomised trial the blood viscosity of subjects taking EPA (as Maxepa, Seven Seas Health Care) fell over seven weeks. No changes in plasma viscosity, packed cell volume or platelet count were seen, but a significant fall in plasma triglyceride concentration was noted. Plasma concentrations of cholesterol and high density lipoprotein cholesterol were unchanged.

The paper concludes that rheological changes that result from a diet rich in EPA may contribute to the suggested protective effects of such a diet against arterial disease.

Aspartame: no direct interest

Dr E.D. Acheson, chief medical officer at the Department of Health, has confirmed that Professor Paul Turner had no direct commercial interests in aspartame (C&D February 18 p314).

Professor Turner had declared a consultancy with Synthelabo some years ago, Dr Acheson explained in a letter to the *Guardian* last week. It was not until the end of November 1983 that Professor Turner was aware of the proposed link between Synthelabo and Searle.

PL corrections

The following are corrections to this week's Price Supplement:

| | | |
|-------------------------|---------------|---------------------------|
| Quosh 1.5 litre | 231-944 | retail should read £1.11½ |
| 3 litre | 017-145 | £1.96 |
| RTD | 050-492 | £0.16 |
| Kerodex | 124-099 | £22.32 |
| | | |
| Granose fruit bran 200g | 427-229 (x24) | Trade £12.78 |
| Provone | 430-553 | Retail (£0.71) £6.33 |
| Scholl Lite Legs | | |
| firm support | 339-689 | £1.53 |
| maternity | 347-617 | £1.47 |
| Scottish Fine Soaps | | |
| Exotic Fragrance | | |
| bath/shower gel | 207-092 | £0.88 |
| shampoo | 216-226 | £1.00 |
| Solmin sachets | 353-615 | (x24) £2.60 |
| Sprouts flavoured bones | 134-197 | (x6) £9.44½ |
| Big Value | | |
| dog meal | 398-925 | (x3) £9.41 |
| | | £3.23 |

I got rythm?

I'm not too sure. Imported in good faith, 100mg Rythmodan capsules from our bountiful friends in Belgium.

They told me it was alright. And if anything went wrong they would stand up for me in court, even though the NPA won't. Rotten I call it, for the manufacturers, Roussel, to ruin my composure by telling the world the formulation, colour, identification code and labelling are all different.

What I don't understand is why are they so different? The nastiest thing of all is the incredible disclosure (in Britain) that the continental product is, presumably, inferior to the UK product, because it may cause unexpected reactions in certain patients, and Roussel won't accept liability in Britain for the dangers inherent in the product they market in Europe. There's a sting in that tail somewhere. I haven't really done any parallel importing folks. Just enjoying the view!

people who have no need, are not patients of his (except under the flimsiest of pretences) for products known to have been withdrawn, or whose use is not recommended except under special conditions, for the sole purpose of attempting to trap members of a fellow, and dependant profession into supplying from them.

Clever stuff no doubt for the reporter, to set it up with a tame GP. To write such false scripts for such a purpose must surely be considered an "unethical" act. It is well worthwhile remembering the name of the prescriber — Dr Adrian Rogers — a name not unassociated in the past with articles on the pharmaceutical profession.

Actually, from the problems encountered by these *agents provocateurs*, it looks as though they had a hard job to make their story stick, but were committed to writing it up as the *big story*. A shameful thing.

Is that all?

Did you see the extract from *MIMS* Magazine published in C&D last week where the dispensing doctor columnist was commenting on the dead stocks on his dispensary shelves. "How did they get there?" he asks. "Why, there were nearly £331 worth in 26 items! Some were drugs which had gone out of fashion. Obviously we must bear this in mind and dispense (my italics) them when the opportunity arises."

Naturally. Last year I dumped just over £1,400 worth of old, dated or unusable dispensing stock. Just over a third of it had been claimed for. The doctor tells his dispensing colleagues "It is very important that capital tied up this way should be taken into account whenever dispensing remuneration is considered." Quite so, quite so.

In between

I'm looking forward to the next visit from my Cupal rep, because it will be interesting to see how he proposes to go about persuading me to take in the Cupal ibuprofen, which at 88p for 18 tablets, slots neatly in between Nurofen 12 and Proflex 12, so far as price is concerned.

All that remains is to see if it gives us the sort of margin we must have for a product which demands direct pharmacist intervention . . . I have no doubt Cupal will get it right.

Blast! Now I've gone and told the fellow how to sell it to me. But no matter! A word in the right ear can do a power of good . . .

PRESCRIPTION SPECIALITIES

Medo recall and relaunch

Medo Pharmaceuticals are recalling all Dioctyl preparations except ear drops prior to re-launch of the range.

Pharmacists are asked to return stocks to wholesalers by Friday March 30. The company anticipates that replacement stocks should be immediately available.

New presentations — which Medo say are more suited to the product's dose range — packed with yellow labels rather than green are: Dioctyl paediatric syrup containing docusate sodium 0.25 per cent w/v in an orange flavoured syrup (125ml, £0.64 trade; 11 £4.48); Dioctyl syrup containing docusate sodium 1 per cent in a peppermint flavoured syrup for adult use (11 £6.64), and Dioctyl tablets containing docusate sodium 100mg in each yellow, sugar coated tablet (100, £2.53; 250, £5.77). The tablets are the same strength as Dioctyl forte tablets. *Medo Pharmaceuticals Ltd, Unit 3, Jacksons Industrial Park, Wessex Road, Bourne End, Bucks HP5 1EF.*

Sudafed SA caps

Manufacturer Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB

Description Capsules with red cap and clear colourless body, marked "Sudafed SA", containing 120mg pseudoephedrine HCl in specially formulated pellets designed to give continuous effect for 12 hours

Indications Nasal and sinus decongestion

Dosage Adults and children over 12 years old: One capsule every 23 hours. Children under 12 years old: Sudafed tablets or elixir should be used

Contraindications, warnings etc As for other preparations of pseudoephedrine HCl

Pharmaceutical precautions Protect from light

Packs 100 (£7.26 trade)

Supply restrictions Prescription only

Issued March 1984

Fucibet cream

Manufacturer Leo Laboratories Ltd, Longwick Road, Princes Risborough, Aylesbury, Bucks HP17 9RR

Description Betamethasone 0.1 per cent (as the valerate ester) and fusidic acid 2 per cent in a smooth, white to off-white water miscible base

Indications Eczematous dermatoses including atopic eczema, infantile eczema,

discoid eczema, stasis eczema, contact and seborrhoeic eczema when bacterial infection is confirmed or suspected

Administration Apply small quantity to affected area two or three times a day until satisfactory response obtained. It may then be possible to maintain improvement by less frequent use or with a less potent steroid/antibacterial preparation. In more resistant lesions effect may be enhanced by occlusion with polythene film. Overnight occlusion is usually adequate

Contraindications, warnings etc

Contraindicated in: acne rosacea and perioral dermatitis, viral, fungal or bacterial skin lesions, and hypersensitivity to the preparation. Long-term continuous therapy should be avoided. Use with caution near eyes. Glaucoma may result if the product enters the eye. Systemic chemotherapy is required if bacterial infection persists. Should not be used extensively in pregnancy

Packs 10g tube (£2.25 trade) 25g tube (£4.65 trade)

Supply restrictions Prescription only
Issued March 1984

Rynacrom spray

A 26ml Rynacrom nasal spray in a metered dose presentation (£6.50 trade) replaces Lomusol, Rynacrom nasal spray 17.5ml squeezy pack and Rynacrom M 26ml metered dose pack. Existing stocks of Lomusol and Rynacrom, may be dispensed for up to six months from March 5.

Rynacrom nasal spray is presented as a clear aqueous solution of sodium cromoglycate 2 per cent w/v. The pack contains a bottle of solution and a pump; the appliance is assembled by the patient. *Fisons plc, pharmaceutical division, 12 Derby Road, Loughborough, Leics.*

BRIEFS

Poisoning antidote:

Penn Pharmaceuticals have introduced Cabomix — a preparation of activated charcoal indicated for emergency treatment of acute poisoning or drug overdose.

Each Pharmacy only dosage pack (£7.80 trade) contains 50g activated charcoal in 61.5g of product for reconstitution with water. Data sheet next week. *Penn Pharmaceuticals Ltd, Buckingham House, Church Road, Penn, Bucks HP10 8LN.*

Wellcome have reformulated Actifed Compound Linctus to contain 10mg dextromethorphan hydrobromide per 5ml instead of codeine phosphate. The

formulation change is to be phased over three to four weeks. The name of Actifed Compound Linctus will be unchanged, but the new packs will be flashed "New Formula." Each 5ml will now contain 10mg dextromethorphan hydrobromide, 1.25mg triprolidine HCl and 30mg pseudoephedrine HCl. *Wellcome Foundation, Crewe Hall, Crewe, Cheshire.*

Gold Cross Pharmaceuticals'

Novagard, intra-uterine contraceptive device will be available on the Drug Tariff from March 1. *Gold Cross Pharmaceuticals, Division of G.D. Searle & Co, PO Box 53, Lane End Road, High Wycombe, Bucks HP12 4HL.*

Farlutal tablets 500mg: Farlutal tablets 500mg (30, £4.71 trade) have been introduced by Farmitalia Carlo Erba. The white, uncoated capsule-shaped tablets are scored both sides and stamped "FCE" and "500" on one face. Each contains 500mg medroxyprogesterone acetate. *Farmitalia Carlo Erba Ltd, Kingmaker House, Station Road, Barnet, Herts EN5 1NU.*

Generic cisplatin injection: Farmitalia Carlo Erba have introduced a generic prescription of cisplatin injection.

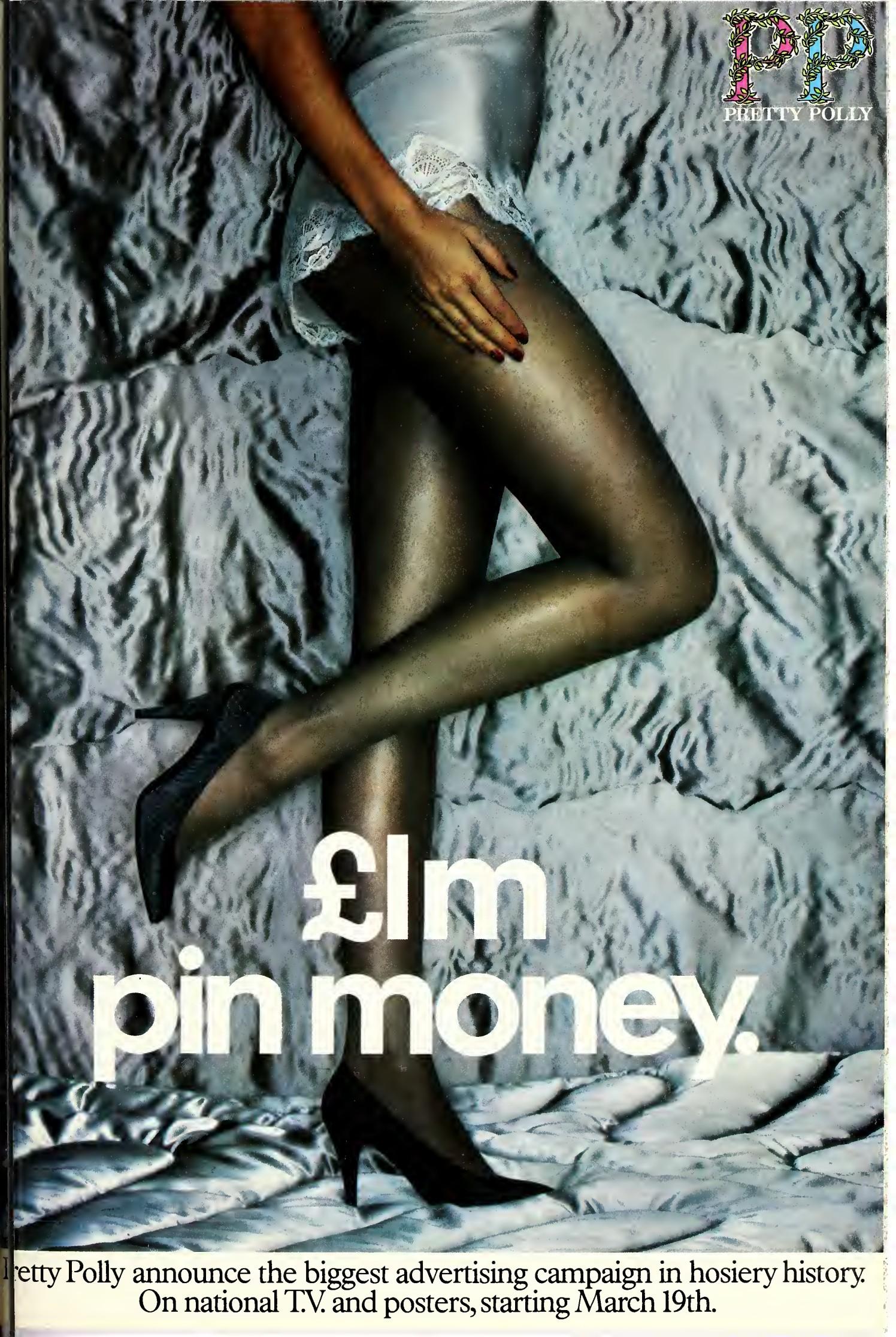
The product consists of yellowish white, freeze-dried cake in vials containing 10mg (£8 trade), 25mg (£18.50) or 50mg (£36) cis-diamminedichloroplatinum (cisplatin). The formulation also contains sodium chloride and mannitol.

For administration cisplatin should be dissolved in water for injections to give a solution containing 1 mg per ml. The reconstituted solution should then be diluted in 1-2 litres of sodium chloride for injection. *Farmitalia Carlo Erba Ltd, Kingmaker House, Station Road, Barnet, Herts.*

Parlodol 5mg capsules: Parlodol is now available as 5mg capsules (100, £49.54 trade). They are size 3, blue/white, printed PS in red. Each capsule contains 5.735mg bromocriptine mesylate equivalent to 5mg bromocriptine base. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

Citanest single dose vial: Citanest (prilocaine) 0.5 per cent is now presented in 50ml preservative-free, single dose vials (5, £6.50 trade). Citanest SDV 50ml must be specified when ordering, as the multidose vial with preservative will still be available, say *Astra Pharmaceuticals Ltd, Home Park Estate, Kings Langley, Herts WD4 8DH.*

Half-Inderal LA: ICI would like to point out that half-Inderal LA (C&D January 28, p162) is of course available in 1 × 28 tablet packs for retail chemists. *ICI plc, (pharmaceutical division), Alderley Park, Macclesfield, Cheshire.*



£1m
pin money.

Pretty Polly announce the biggest advertising campaign in hosiery history.
On national T.V. and posters, starting March 19th.

WHEN IT COMES LOUIS MARCEL MAKES

Now, a new opportunity for you to make substantial profit unaffected by competition from supermarkets, because Louis Marcel have created a comprehensive mass market hair removal range that establishes you as the expert. The range has all the innovative ideas you would expect from Louis Marcel and with £1½ million advertising and promotion support you can be assured this will be the biggest Louis Marcel success ever.

Roll On Hair Remover Lotion for Legs (£1.89)

The most convenient way to apply depilatory lotion. Just roll it on precisely, quickly and cleanly. It has a refill as well which at £1.25 is sufficient for 2 pairs of legs. So it's really economical too.

Hair Remover Cream (£1.30)

This cream has been specially formulated to smooth on easily and is launched at a Trial Offer price of 99p – making it really good value for money.

Facial Hair Remover Cream (99p)

Louis Marcel's innovative expertise has been put to work again with this unique hypo-allergenic cream, specially formulated for the delicate skin of the face and working quickly on facial hair.

Shower Off Gel (£1.65)

Specially developed to wash away all depilatory lotions and creams to leave the skin clean and fresh.

After Care Lotion (£1.65)

This product can be used after all methods of hair removal. It soothes after waxing, moisturises after shaving and balances the pH of the skin after creams and lotions.



LOUIS MARCEL-INNOVAT

LOUIS MARCEL LTD. PRIORS WA

HAIR REMOVAL HEMISTS THE EXPERTS



Strip Wax (£2.55)

This, of course, is Louis Marcel's huge success story. One treatment removes hair for weeks and with double the advertising this year, 1984 is going to see even higher sales.

Facial Strip Wax (£1.15)

Another Louis Marcel success. In its first year alone it outsold many other long established depilatory products.

Hair Lightener (£2.25 and £4.45)

As an alternative to removing hair many women, young and old, prefer to make it less obvious. Louis Marcel's Hair Lightener makes hair so pale, it blends naturally against the skin.

£1½ MILLION SUPPORT

Louis Marcel will be putting £1½ million behind the range and you. Advertisements starting April will appear in women's monthlies, Sunday supplements, TV Times and on commercial radio.

BEAUTIFUL PACKAGING

The Louis Marcel packaging not only enhances the quality image of the products, it is unique in being full colour in the mass market of hair removal.

IMPACTFUL DISPLAY MATERIAL

To further support you, there are beautiful display merchandisers, display pieces and showcards for windows and counters!

A TOTAL SERVICE TO YOU – THE CHEMIST

Louis Marcel is known for its service. We are a British private company and we care about our customers.

AND PROFIT FOR CHEMISTS

READ BERKS TEL: 0628 74677

Aftershave from Anais creator

Following on from the success of Anais Anais, Cacharel are introducing an aftershave — Cacharel pour l'homme. Supported by a £400,000 advertising campaign the range comprises eau de



toilette (bottle 50ml, £9.50; 100ml, £14; spray 100ml, £14.50) aftershave (50ml, £8; 100ml, £11) shaving foam (150ml, £4.50), deodorant (169g, £5.50) and soap (100g, £3.95). Ingredients include nutmeg, ylang ylang, citrus, lavender, sandalwood, cedar and musk. *Prestige & Collections, 30 Kensington Church Street, London W8.*

Daen activity

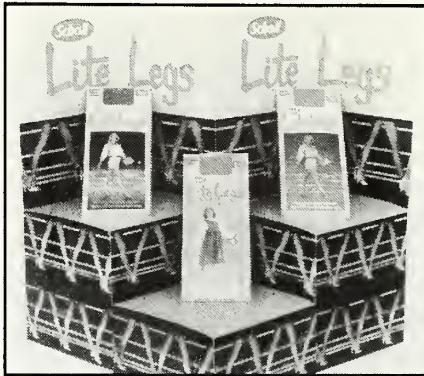
Daen hair remover strips have been renamed Daen wax strips and are available in packs of 12 (£2.25) with the added bonus of 33 per cent extra free. Shelf markers and self-fasta strips are available. A pack should last for two to three treatments say Beauty Basics.

Soft Touch cream (100ml, £1.45) is designed for depilatory aftercare, moisturising the skin, removing any excess wax and closing the pores. *Beauty Basics Ltd, Unit D, 51 Calthorpe Street, London WC1.*

More support for Lite Legs

Scholl are expanding their Lite Legs support tights to include a maternity tight and a firm support tight, both coming in five shades.

The maternity tights are the sheerest on the market, say Scholl, and have an expanding panty section. Advertising will run in specialist publications and in



pregnancy films shown nationally in antenatal clinics. In the Tyne Tees area a pregnancy book (£1.50) will be given away free with every two pairs of maternity tights bought. The Lite Legs range will be advertised nationally in women's magazines in the Autumn and also in a test television campaign in the Midlands. *Scholl (UK) Ltd, 182 St John Street, London EC1.*

Varta leak-proof guarantee

Varta have introduced a new range of alkaline long-life batteries which offer the consumer a leak-proof guarantee.

The Energy 2000 launch will be supported by an extensive promotional campaign, spearheaded by a television commercial.

Company market research showed widespread consumer concern at the possibility of battery leakage and subsequent damage to equipment. Their new double-seal has made Varta confident enough to guarantee replacement or repair of any equipment damaged by a leaking Energy 2000 battery. Equipment would be returned through the battery retailer.

Energy 2000 will be priced alongside Duracell and Ever Ready's Gold Seal. *Varta Batteries Ltd, Varta House, Gatwick Road, Crawley, Sussex RH10 2XH.*

Midlands start for Polydine

A soap containing povidone-iodine and said to be free from alkaline additives is being distributed by Clinical Specialities.

The Dr Fischer Polydine antiseptic cleansing bar will primarily be marketed in the Midlands area to go national later in the year. A television campaign will run for five weeks from the end of April on channel 4. The product is pharmacy only and is presented in a counter display stand holding a dozen pieces with one dozen backup (£23.32 excl. VAT). Until the end of April the stand is being offered at £21.38 (excl. VAT). *Clinical Specialities, 62 Cannock Street, Leicester.*

Lovmi relaunch and go on air

Peaudouce are to commence a major relaunch of their all-in-one disposable nappy, Lovmi, including "substantial" improvements, new packaging and national advertising for the first time.

Product improvements include shaped elasticated legs and triple thick padding. Lovmi will now be available in four pack sizes: a 12 and 24 pack of "super" size for babies under 20lbs and a 10 and 20 pack of "toddler" size for babies over 20lb.

Lovmi's relaunch will be supported by national radio advertising during the remainder of 1984 as well as regular consumer promotions. Distributed by *Sterling Health, Sterling Winthrop House, Surbiton, Surrey KT6 4PH.*

Maws size up

Maws have launched a 300ml size of their zinc and castor oil cream BP. This is almost three times the size of their existing creams at just over one and a half times the price (rrp £1.59). *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

ON TV NEXT WEEK

| | | |
|-------------------------|-----------------|---------------|
| Ln London | WW Wales & West | We Westward |
| M Midlands | So South | B Border |
| Lc Lancs | NE North-east | G Grampian |
| Y Yorkshire | A Anglia | E Eireann |
| Sc Scotland | U Ulster | CI Channel Is |
| Bt Breakfast Television | | C4 Channel 4 |

| | |
|--------------------------|---------------------------------|
| Biactol: | All except G, WW |
| Canderel: | All except Ln, Lc, Y, So, NE |
| Cidal soap: | Bt, C4 |
| Complan: | All except Y, NE, E, CI |
| Coldcare: | All areas |
| Cosifits: | All areas |
| Crookes One-a-day: | All except CI |
| Dentu-creme: | All areas C4 |
| Dentu-hold: | All except Y, WW, B, U |
| Hermesetas Gold: | All areas Bt, C4 |
| Infa-care: | All areas |
| Milton Fluid: | All areas |
| Night of Ulay: | Ln |
| Oil of Ulay: | M, So, U, B, G |
| Peaudouce: | Sc, All C4 areas |
| Pond's creams: | Bt |
| Sanatogen: | All areas, C4 |
| Sensodyne toothpaste: | All areas |
| Simple soap & skincare: | Bt |
| Sinutab: | All areas |
| Vaseline intensive care: | Bt |
| Zendium: | Ln, M, Lc, Y, NE, So, A, C4, Bt |

Some people need more than a trace of zinc



Most people get enough zinc; traces of it in the normal diet are enough for day-to-day requirements. But some people do not eat a normal diet and they are at risk of zinc deficiency. And as zinc is lost in sweat, people who exercise heavily need more than the rest of us and may also be deficient.¹ As zinc is important for muscle strength, endurance and tissue healing², supplementation may be vital.

Until now zinc supplements have had one drawback - they were associated with a high incidence of gastrointestinal side effects. New Solvazinc is a soluble tablet which has virtually eliminated this problem. You can recommend Solvazinc with confidence.

AVAILABLE THROUGH
PHARMACIES ONLY



Solvazinc

The ideal zinc supplement

Further information is available from: Thames Laboratories Limited, Thames Building, 206 Upper Richmond Road West, London SW14 8AH. Telephone: 01-876-4316. References: 1. Harlambre, G. (1981) Int.J.Sports.Med., 2: 135. 2. Krotkiewski, M. et al. (1982) Acta.Physiol.Scand., 116: 309

- Find out more about zinc.
Send for the Zinc Information File now. Just fill in the coupon and post to Zinc Information File, Thames Laboratories Ltd., Thames Building, 206 Upper Richmond Road West, London SW14 8AH. Please send me my copy of the Zinc Information File.

Name _____

Pharmacy stamp _____

Thames Laboratories Ltd.

IT'S HEADLINES



New Headlines, the Shampoo

NE NEWS...



At last. The shampoo that clears dandruff effectively and leaves the hair looking great. Because it's a conditioner, too!

This is the anti-dandruff shampoo your customers have been waiting for. Its arrival will be announced by 3,000,000 trial packs and £2,000,000 TV advertising breaking April 1984.

The biggest launch in the shampoo market for a decade.

That's why HEADLINES is headline news!

breakthrough by Beecham.

YOU ONLY NEED THESE 3 FIXATIVES TO SECURE YOUR PROFITS NICELY.

75% of all sales come from Stafford-Miller denture fixative brands, primarily Super Wernets, Super Poli-Grip and Dentu-Hold –

each No. 1 in their respective fields of Powder, Cream and Liquid fixatives.

So your customers need go no further.

All their needs are met by these three brands.

All are getting solid advertising support during 1984. With

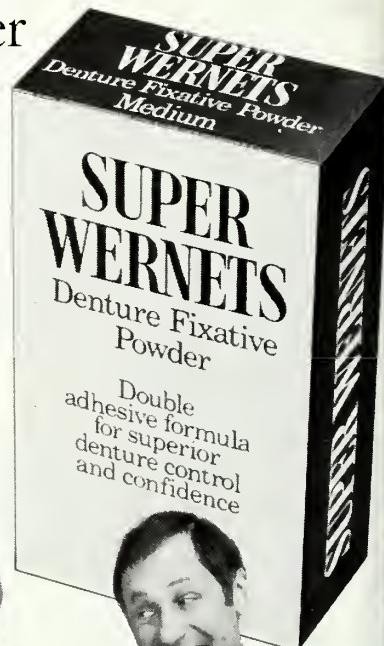
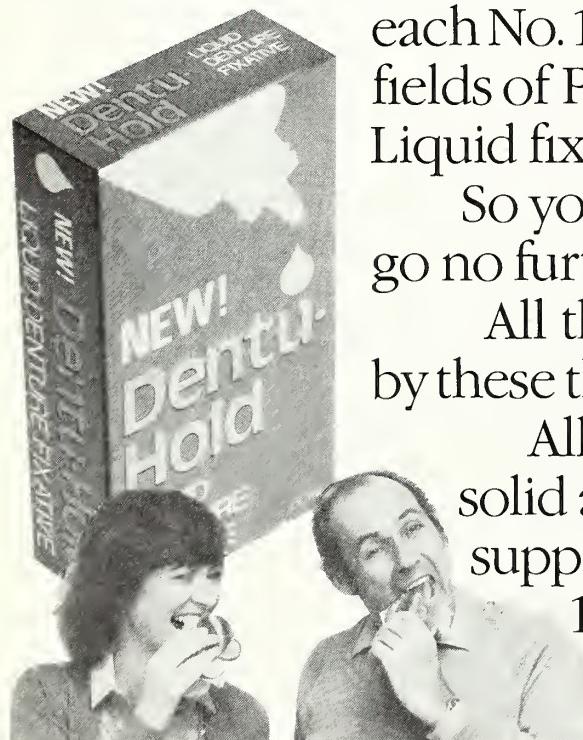
more than £1,000,000 behind the three leading

brands, they're going to get a lot of notice, in this dynamic market.

And if you make sure of being well stocked with these three category leaders, you can take a confident bite at the profits.

SUPER WERNETS · SUPER POLI-GRIP · DENTU-HOLD

Stafford-Miller: the first name in denture care.



Floral cleansers from Vichy

Vichy have developed a range of make-up removers to convert the 70 per cent or so women who do not use cleansers. The range, Les Florales, contains floral extracts and is intended to be so pleasant to use that cleansing is no longer a chore.

Lait floral is a gentle cleanser for dry or sensitive skin and contains avocado laurel oil and flowers of mallow for their softening properties, together with angelica root.

Gel floral is a light, oil-free cleanser for



normal and combination skins. It contains extract of cornflower for its soothing properties and extract of veronica for its refreshing qualities.

Lotion florale is an alcohol-free after-cleansing toner for all skin types. It contains extract of poppy flowers and hawthorn for their softening and stimulating qualities. Both the gel and lotion contain glycerine as a humectant.

All products are the same price (150ml £3.95). They will be advertised in women's monthly magazines in the late Spring/early Summer. *Vichy (UK) Ltd, 15 Nuffield Way, Abingdon, Oxon OX14 1TJ.*

Swanson add to existing ranges

Additions are now being made to the Swanson & Swanson and Hydra ranges first launched last year (*C&D*, August 27). A hand and body lotion (£3.50) and single

bath soap (£1.95) are now available in the Swanson & Swanson collection in the three fragrances of black orchid, Venetian rose and Chinese lily. The existing three lines will also be available in a new fragrance — royal carnation.

A cleanser created for combination skin is the latest addition to the Hydra range. The white lotion has a low fragrance level and comes in uncartoned shatterproof bottles (100ml, £0.99). *Swanson & Swanson Ltd, 1 Kildare Gardens, London W2 5JS.*

Wella trio

Burgundy, natural ash brown and golden blonde are three new fashion shades added to the Wella Colour Confidence range, bringing the number of colours to 21. A £400,000 advertising campaign is currently running in the women's Press. *Wella GB, Wella Road, Basingstoke, Hants.*

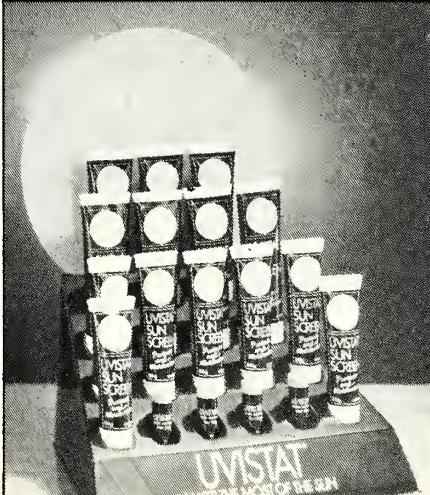
Goya offers

Goya International are offering their body and bath range of toiletries at special prices: luxury foam bath, after bath lotion and talc are available for £0.99 and fragrant body sprays for £0.89. *Goya International Ltd, Badminton Court, Amersham, Bucks.*

Jo-ba twin-packs

A twin-pack promotion — "Buy one and get one free" — will run on Jo-ba natural hair colours in auburn, warm brown and chestnut until the end of March. *Jo-ba Ltd, Vincent House, Garman Road, London N17 0UR.*

The new counter dispenser for Uvistat products holds 100g and 50g tubes of Uvistat sun screen and the protective lipstick, Uvistat-L. The dispenser reflects the Uvistat livery. *W. B. Pharmaceuticals Ltd, PO Box 23, Bracknell, Berks RG12 4YS.*



New lines and pack changes

Quilted pram sets and cot accessories with co-ordinated nappy changing bags are to be introduced into the Zorbit range in April. The items come in three different patterns and in a selection of colours.

The pram set (£8.50) comprises a pillow, pillow case and pram size quilt all edged with a wide frill. The quilt measures 55 x 45cm and the pillow 30 x 36cm.

The cot set (£12.50) includes a cot size quilt and pillow case. A cot bumper (£9.50) is also available separately. Sizes are 100 x 70cm for the quilt and cot bumper and 60 x 40cm for the pillow case.

All items are fully washable. The quilts and pillows are made of 100 per cent polyester while the pillow cases are 50/50 polyester mix.

The nappy changing bag (£6.99) is lined with plastic and unzips to form a flat changing mat. It has a pocket to hold all the cleansing items and a removable waterproof pouch for soiled nappies.

The remaining Zorbit ranges — with the exception of the nappy lines — have packaging changes. They will be available in clear packs featuring the Zorbit kids on the front. The Zorbit logo has also been redesigned with a softer outline.

The new packs are such that all products will now fit either two or four to a metre — standard shelf size. *Ashton Bros & Co, Carrfield Mills, Hyde, Cheshire SK14 4NR.*

Larger Zendium and TV push

A national television advertising campaign will follow the launch of a large size Oral B Zendium (85ml, £1.15) coming in trade outters of 12.

The complete range of Cooper Health products are to be on offer at discount prices this month, while flashed packs of Oral-B Zendium carry a 25p off next purchase offer until April.

A competition with a prize of a trip for two to the Los Angeles Olympic Games will also coincide with the television campaign. The promotion is exclusive to the pharmacy/drug sector and includes a special pre-filled counter merchandiser holding 10 dozen Oral-B toothbrushes and two pads of entry forms. The competition consists of questions on Olympic History. *Cooper Health Products Ltd, Gatehouse Road, Aylesbury, Bucks.*



£1/4m push for 'new look' Quickies

The Quickies range of make-up remover pads from Beecham Proprietary Medicines is taking on an "up-to-the-minute" look this Spring with new pack designs.

The basic house colours will be retained but they have been lightened to modernise the pack.

For the re-launch Beechams are offering a pre-packed counter unit, containing nine

of each of the vanity size eye, nail and face Quickies and nine economy size face Quickies. The smaller sizes come in display outers of 12, while the jars are in outers of 6.

Supporting display material includes showcards for window dressing and smaller showcards for use in-store. An advertising campaign, in the women's Press will support the launch, beginning in May and running

through the Summer.

The campaign spend has been increased to £1/4m. This follows last year's campaign which Beecham's say resulted in a 27 per cent growth in consumer sales.
Beecham Proprietaries — medicines,
Beecham House, Great West Road,
Brentford, Middx TW8 9BD.

For nervous disorders

Vitamin B6 plus chamomile capsules (30, £1.49 retail) are available from Dietary Specialities.

Each capsule contains 125mg vitamin B6 and 25mg chamomile. The dietary supplement is helpful in nervous disorders especially those allied to the menopause and menstruation, claim *Dietary Specialities Ltd, DSL House, 159 Mortlake Road, Kew, Richmond, Surrey TW9 4AW.*

They've come in with the same symptom

SUDAFED — cough and congestion relief without Antihistamine



Your customer may well have a temperature, not to mention a throbbing head. And what he thought was a heavy cold could be the first signs of flu. Sudafed-Co Tablets will provide fast relief without causing drowsiness.



One look at the poor man's nose and you'll see he's completely bunged up.

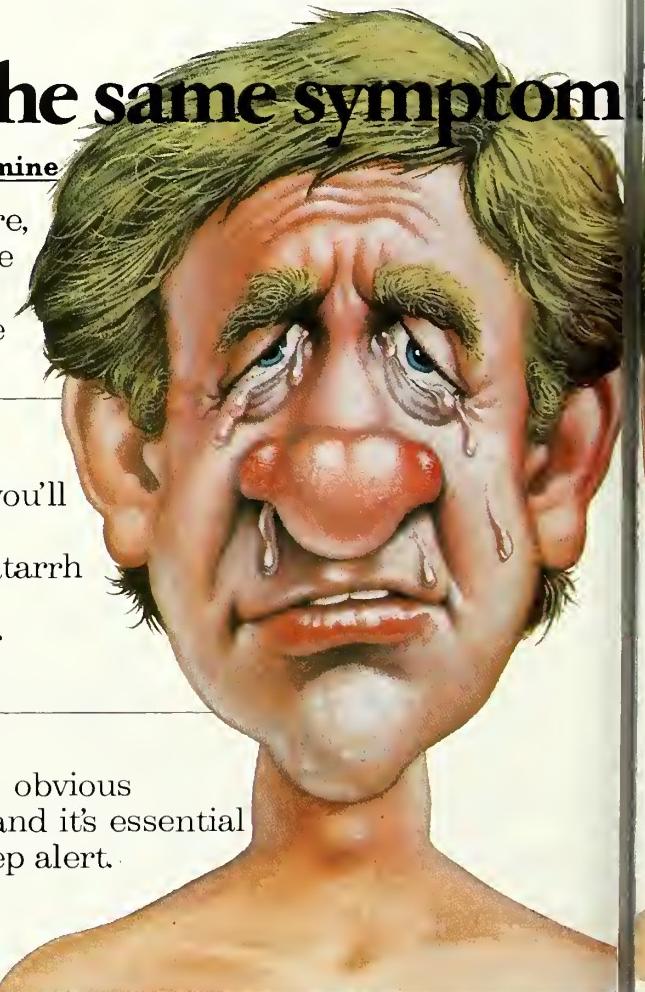
He could well be suffering from catarrh and congestion.

What he needs is Sudafed Elixir or Tablets.



The customer is a busy businessman, his obvious discomfort is caused by a productive cough and it's essential he has a treatment that will allow him to keep alert.

So you should be recommending Sudafed Expectorant.



SUDAFED Tablets and Elixir contain Pseudoephedrine Hydrochloride BP. SUDAFED - Co Tablets contain Pseudoephedrine Hydrochloride BP and Paracetamol. SUDAFED Expectorant contains Pseudoephedrine Hydrochloride BP and Guaiphenesin BP.

ACTIFED and SUDAFED are trademarks of Beecham Proprietaries Ltd.

March offers from Unichem...

Packs of 10 Unichem press-on towels will include an extra two towels for the same price during March. They will be sold to members at the usual price of £6.38 for 24 packs — £0.41 a pack retail.

A range of Konica cameras, colour films and video tapes are also on special offer to members during the month. There will be 20 per cent off all the Konica SR series of improved colour print films and £3.10 off the normal trade price of £27 for the 32mm Konica Pop cameras. VHS and Betamax three-hour video tapes are on offer at £4.65 and members will have the chance to win a complete camera set worth £263 with every 20 films they buy.

The third Unichem Golden Dozen promotion will run throughout March.

Offers available on All Clear shampoo, Complan, Cosifits, Delrosa, Johnson's baby powder, Kotex Simplicity, Marigold gloves, Recital, Silkience shampoo, Steradent tablets, Sweetex and Wilkinson Sword double-edge blades.

The members' offers promotion will run from March 12-31 covering Astral cream, Andrews, Ayds cubes, Bodyform, Blisette, Batiste dry shampoo, Cymalon cystitus treatment, Cusson Imperial Leather dry antiperspirant aerosol, Dr Whites and Contour tampons, Dextrosol, Dentu-Hold, Discover 2 pregnancy test kit, Elastoplast Airstrip, fabric, clear and dressing strip, Euthymol, Harmony hair colour, Headlines anti-dandruff shampoo, Haze aerosol, Johnson's baby soap, Lucozade, Mum, Milk of Magnesia tablets and liquid, Kwells, Minima pantyliners, Nivea soap, talc and foam bath, Norsca aerosol antiperspirant deodorant, Naturelle hair setting gel and mousse, Nurofen, Odoreaters, Ovaltine, Pears soap, Palmolive shave cream and rapid shave, Pearl Drops, Ribena, Rinstead

pastilles & gel, Shine hair conditioner, Signal, Silvkrin shampoo and hairspray, Slender powders, bars, slim soup and hot chocolate, Sanatogen multivitamins and multivitamins + iron, Triac, Vanish stain remover bar, Phenac, Setlers, Dettol and Codis.

Sundries on offer throughout March are Britmarine swim caps, Denman hair brushes, Cannon Babysafe, Tommee Tippee, Salter bathroom scales, Culmark shaving brushes, Sparklet "C" bulbs and Wilkinson Sword scissors. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey*

...and Macarthys

On promotion from Macarthys for March are Alberto VO5 styling mousse, Gillette Blue II disposable razor, Pearl Drops, Harmony colourants, Cymalon, Discover 2 and Sinutab. *Macarthys Ltd, Chesham House, Chesham Close, Romford, Essex*.

Should they leave with the same treatment?

ACTIFED — cough and congestion relief with Antihistamine

If his eyes are streaming, the chances are it's caused by an allergy such as hayfever.

Actifed Syrup or Tablets should be recommended, and also for congestion in colds and flu.



If he can't manage a full sentence it's because his dry tickly cough is getting the better of him.

In this case, Actifed Compound Linctus — (which now contains the effective antitussive dextromethorphan) should be your first choice.



This time your customer is suffering from a wet chesty cough. For fast relief you should counter-prescribe the tried and trusted Actifed Expectorant.

Wellcome Consumer Division, The Wellcome Foundation Limited, Crewe, Cheshire.



© Tablets and Syrup contain Triprolidine Hydrochloride BP and Pseudoephedrine Hydrochloride BP. ACTIFED Compound Linctus contains Triprolidine Hydrochloride BP, Pseudoephedrine Hydrochloride BP, and Dextromethorphan Hydrobromide BP. ACTIFED Expectorant contains Triprolidine Hydrochloride BP, Pseudoephedrine Hydrochloride BP and Guaiphenesin BP. Further information is available on request.



**"Do you think
those Bergasol
ads work?"**

You ought to know by now.

Why else do you think that after four years of our famous campaign we're spending more on it than ever before?

85% of women in search of a tan this year going to see the ad.

And because we're selling it only through chemists, they're going to be coming to you,



“Don’t you?”



...dy else, for their Bergasol.
s always, you can return whatever you haven't
so you won't get left with any stocks.
ot that that's ever been a problem in the past.

bergasol®
It makes you get rich quick.



Have Max Factor managed to turn the corner?

One company that has consistently hit the headlines in recent years is Max Factor — and it hasn't all been good news. Sales reps are currently doing the rounds with a new product line added to their already extensive portfolio — this time a haircare range.

Jhirmack is not a name that rolls easily off the tongue but the company has high hopes for its latest baby. Doubting Thomas's as far as the name is concerned are told that the shampoos and conditioners have been a success in America, Canada, South Africa and Scandinavia.

The name itself is derived from the initials of the people who originally developed the product. It is the first tangible evidence of the Esmark takeover of Max Factor in July last year. Playtex, an operating division of Esmark, acquired Jhirmack late '79 and according to Barry Kergon had themselves intended to introduce the brand into the UK.

"Our acquisition by Esmark put us alongside Playtex within the Esmark umbrella. With a ready-made salesforce and established consumer franchise, it was more appropriate for us to handle the range.

Salon heritage

The initial launch range comprises three shampoos and two conditioners. Emphasis is on the brands' professional salon heritage — Jhirmack was available in American salons from 1968 before becoming a retail line in March 1980. In all there are some 150 products in the range but Max Factor are initially launching the top five best sellers. "We will wait and see how they go before talking of line extensions", says Mr Kergon. "While the packaging may be construed as garish it is instantly recognisable" says Alex Kumar who, working for the Playtex subsidiary Wallco, was responsible for the Jhirmack launch in Scandinavia.

Barry Kergon, with a background working for Proctor & Gamble, Golden Wonder Crisps and BAT, is not so explicit. "Both the packaging and the name are very, very distinctive. It is one of those commodities we are reluctant to tinker with or change because it has been very successful on an international scale. Only slight modifications have been made in the individual markets where the product is already available."

The three shampoos — for dry, normal and greasy hair — and two conditioners —

Top people have come and gone at company headquarters with a disquieting frequency. The company changed hands last July and a new team is now at the helm. To find out how the present management views the future, C&D met Barry Kergon, sales director and Alex Kumar, acting marketing director.

the EFA for dry hair and normal/greasy variants — all come in 200ml bottles retailing at £1.39. A dandruff shampoo available in other countries is not included in the UK launch. Max Factor already have a Banish dandruff shampoo on the market.

Advertising Principal

To support the launch Max Factor are featuring Victoria Principal in their advertising and promotional activity. The lady, one of the stars of the American soap opera Dallas, told C&D she had used the range for three years previous to signing up with the company in a "professional capacity". In a £1½m has been earmarked for the first year. Television advertising will take a major chunk of this with a national campaign starting in May. The fact Dallas is so popular over here can only give added impact says the company.

In support there will be a women's Press campaign with some of the advertisements carrying a 25p off coupon redeemable against any of the five products. Launch stock will also carry the coupon and there will be targeted door-to-door sampling both coupons and shampoo sachets.

The launch is to be initially restricted to chemist outlets — "that is the area of the business where we have an established salesforce and contacts". But Mr Kergon follows this with a word of warning, "I don't want to give the impression it is always going to be sold exclusively in chemists but we'll keep our distribution network under review".

Asked if Jhirmack could be viewed as another example of policy that could well change with any further management hiccups, Mr Kergon urges sceptics to look at the amount of money being put behind the brand. "It is a reflection of the attitude internally that this is a serious and positive step towards broadening our business base".

Such optimism is also valid as far as the other Max Factor ranges are concerned, say Messrs Kergon and Kumar. "We have come through what we would regard as a transition period," Mr Kergon smiled, "and we believe we are entering a period of greater stability now. We've undertaken a major review of our brands and identified and taken action on their positioning. For instance we have repackaged both the Max Factor Classic line and Maxi."

"These are positive steps towards investment and the rebuilding of the basis of our business. We are looking forward to stability in terms of people and growth in terms of business."

What lies ahead remains to be seen. Certainly a new broom has been hard at work in the company for some time and naturally the two gentlemen will be hoping

Jhirmack is a reflection of the attitude internally that this is a serious and positive step towards broadening our business base'

They can achieve the results that have eluded others before them.

To date several senior executives have been the proverbial ships in the night. Many names have come and gone — including managing director Joe Baczkó in January last year, brought in from America to revive the European business, followed by Robin Vincent, deputy managing director, one month later, and more recently, Hugh Fickes, who resigned from his Fabergé post to join Max Factor only to leave eight months later.

If company personnel have been unstable it is inevitable there will be repercussions on policy. It is noticeable there has been a lot of activity within the company over the last three years.

In November 1980 the company acquired Miners, Outdoor Girl, and Mary Quant from Smith & Nephew for £5.4m. Major launches have included LA, Epris, Colorfast, Living Proof and Skin Principle LA and Just Call Me Maxi disappearing early '82 and '83 respectively.

By March '83 the company could be found dabbling in the grocery trade with the launch of Moisturessence — a range of cosmetics distributed by Food Brokers. The arrival of Hans Bryers as Max Factor managing director and the disappearance of Moisturessence all happened within a short space of time. Had the company upset key accounts with this attempt to get a foothold in the grocery trade?

The demise of Moisturessence was swiftly followed by the company merging with Orlane in June last year. Says Barry Kergon, "Orlane was an important brand for us to acquire in our consultant area. It gives us an even broader base and is a valuable extra dimension to our business. The integration of Orlane within Max Factor is now complete, though at store level it is important it keeps a separate identity."

One month after the Orlane merger Max Factor were themselves taken over by Rank and rumours, which started then and still persist, hint that the company is looking to sell Orlane — rumours that the company categorically denies.

Too many divisions

Despite this checkered history some semblance of order could be rising out of the chaos. The sales area, Mr Kergon says, became one of his first priorities when he joined the company in June. "We had a situation in which there were five separate national sales divisions with much complication and overlapping.

"The marketing and manufacturing merger had been completed at a very early stage but the sales division had been neglected. One of my initial objectives was to rationalise and reorganise the salesforce.



Dallas fans will recognise Victoria Principal who is to appear in the TV and promotional activity for Jhirmack

This was completed in October and we now have three sales forces — one for the budget brands, another selling the entire portfolio to consultant stores, and the third dealing with non-consultant outlets.

Talking about the different ranges Mr Kergon defends their size and number. "On the one hand, you can say the range we've got is so big and formidable it overlaps and one duplicates the other; the other view — the one we take — is to say what a wonderful strength it is to have a range of products and established lines that enable you to address yourself to all the different price points and consumer profiles, giving a breadth of appeal unrivalled by our competitors."

Brand cannibalism

"What we need to ensure is that we have the right kind of strategy in terms of promoting the different brands in the appropriate way. I wouldn't pretend we're in that happy situation but it is the direction in which we're going — not to rationalise the ranges but to rationalise the types of outlet in which our portfolio is available. Once we're in that position it will minimise the amount of cannibalism that exists between the brands."

Such rationalisation is not always the prerogative of the company however. Trade sources suggest Woolworths are discontinuing Outdoor Girl in some of their stores. Says Mr Kergon, "It's a question of Woolworths reviewing their entire portfolio of products not just cosmetics."

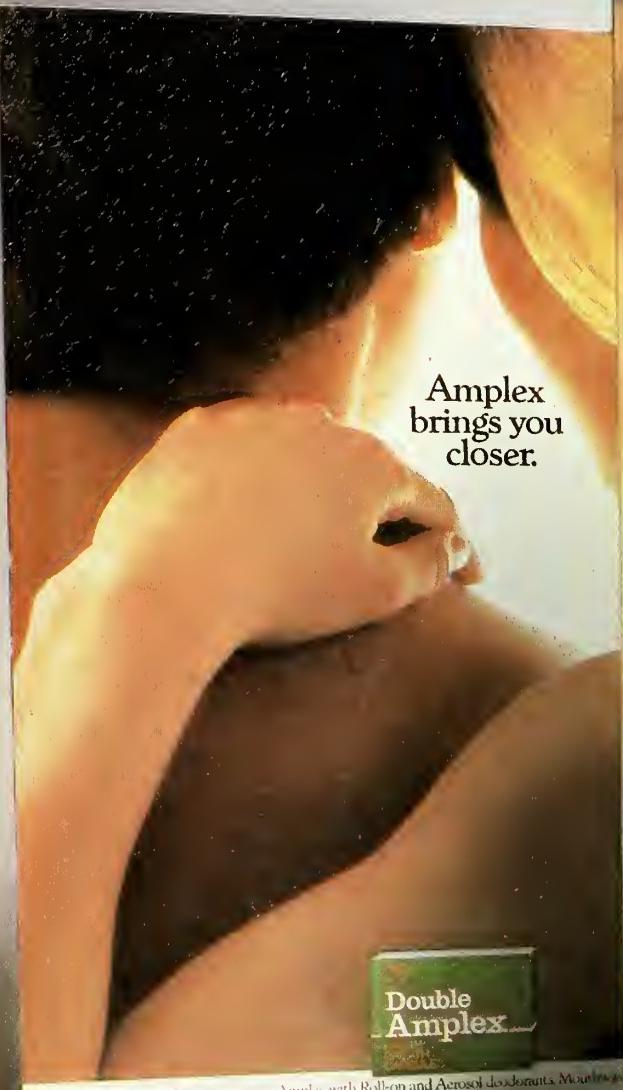
As to chemist outlets, Mr Kergon describes them as the most important area of the company's business. He estimates they trade with some 6000 accounts. When asked what share of the business goes through Boots, Mr Kergon says: "Whatever their share of the total market, they would take a representative part of our business".

Company policy for the future will be to build prudently on these established outlets. "If we get that right we will overcome a lot of our problems." And he concludes "We are looking for modest growth in the market over the next twelve months but I think there are considerable opportunities for us within that, given our formidable range and distribution."

"Although we have a massive presence in terms of colour cosmetics, Le Jardin gives us the opportunity to build up a fragrance business in a way that may not have seemed possible 12 months ago. And now the Jhirmack range is giving us another opportunity to broaden our business in the existing franchise outlets."

"There is still more to do in colour cosmetics but for now we've identified immediate opportunities in the fragrance and shampoo areas."

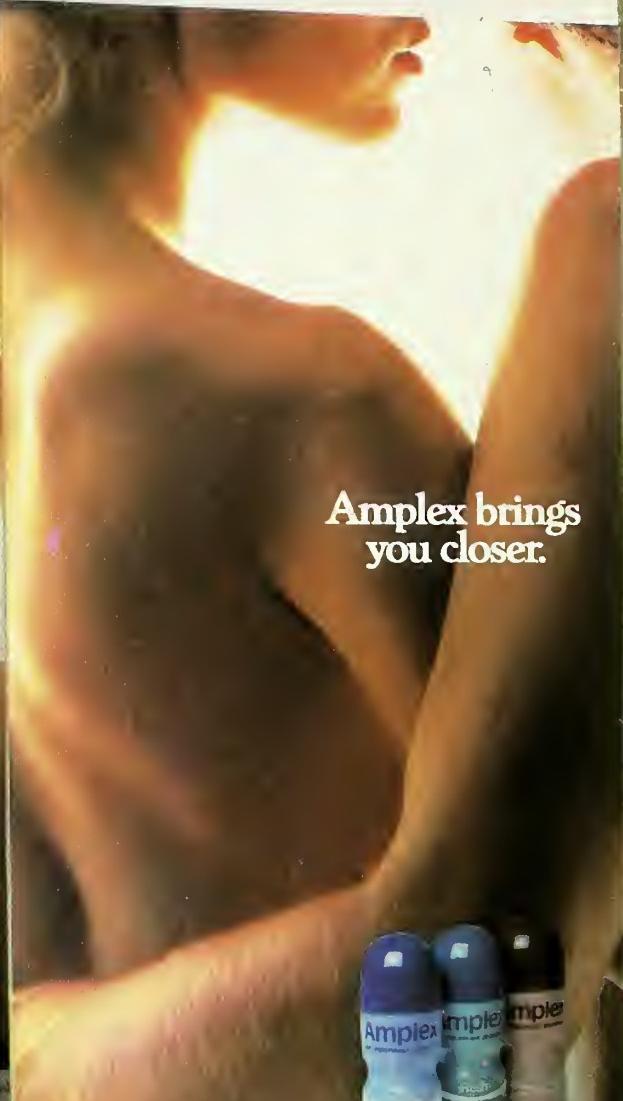
'On the one hand you can say the range is so big and formidable it overlaps; the view we take is what a wonderful strength to have a range giving a breadth of appeal unrivalled by our competitors'



Amplex
brings you
closer.

Double
Amplex

Personal freshness from Amplex with Roll-on and Aerosol deodorants. Mouthwash



Amplex brings
you closer.



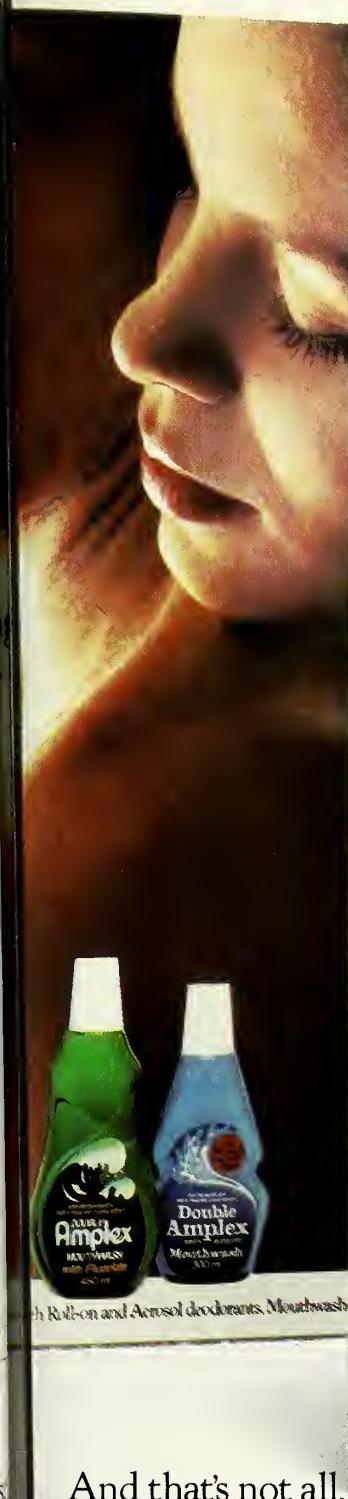
Personal freshness from Amplex with Roll-on and Aerosol deodorants. Mouthwash

Amplex
brings you closer.



Now Amplex brings you closer still.
We're spending £1½ a million in the
Women's Press on this great new cam-
paign for the Amplex range.

Promotional offer subject to availability.



Giving first aid in the pharmacy

Community pharmacist Stanley Ackers passes on some of the knowledge he has gained after many years as a St John Ambulance Brigade superintendent.

The National Pharmaceutical Association's advertising campaign has directed customers to the pharmacy for help and advice and there are many more demands for the treatment of minor ailments, accidents and casualties in retail pharmacy.

Talking to my fellow pharmacists at branch meetings I find them generally unsure how to treat an unconscious patient in an emergency. Many of your customers awaiting a prescription are at risk of collapse, as their medicament indicates. For

example, diabetics are at risk of a coma, patients with high blood pressure — a cerebral haemorrhage, heart cases — angina, epileptics — a fit, and so on.

Elderly people can fall and suffer a fracture in the neck of the femur, the arm, wrist, ribs or collar bone. All the above require an ambulance.

Be prepared. A member of your staff should know how to call an ambulance while you are attending the patient. Dial 999 on the telephone, request ambulance service, state that you are a pharmacy and give your name and address and telephone number and a brief description of the casualty. Proceed to lock the shop door to keep out ill informed help and advice. This telephone drill could be kept on your telephone.

The unconscious patient

What you do is of great importance. Your prompt action may save a life or prevent brain damage.

If the patient has collapsed on the floor, place in the recovery position as shown with face downwards, head turned to one side and the arms and legs as indicated. This position for an unconscious person allows the tongue and mucus to drop forward and prevent obstruction of the air passage.

Check also that dentures have not been dislodged and are causing choking. Check the heart beat by placing your finger on the artery in the throat near to the "Adam's

apple." If the heart or breathing has stopped give strong heavy thrusts just below the rib in the region of the heart. Continue until the patient breathes and keep trying until the ambulance men arrive; they will apply an automatic respirator.

You could attempt mouth to mouth resuscitation but this requires experience and practice on a model. Your local St John Ambulance division will be glad to demonstrate. On regaining consciousness the patient may try to rise. Keep him or her in the recovery position and give nothing by mouth.

Minor injuries and bleeding

You may often be presented with a bloodsoaked bandage on a finger or hand and be told "It won't stop bleeding." Sit the patient down in a position where you can work from the back, as shown, and raise and support the arm as high as possible. Remove the bandage or plaster and apply direct pressure to the wound with a swab of surgical spirit. The bleeding will soon stop.

A modern adhesive suture across the cut is effective to bring the edges together. Maintain the high position for several minutes, the longer the better, and apply tubular gauze dressing. The advantage of working from the back is that the injury is out of sight.

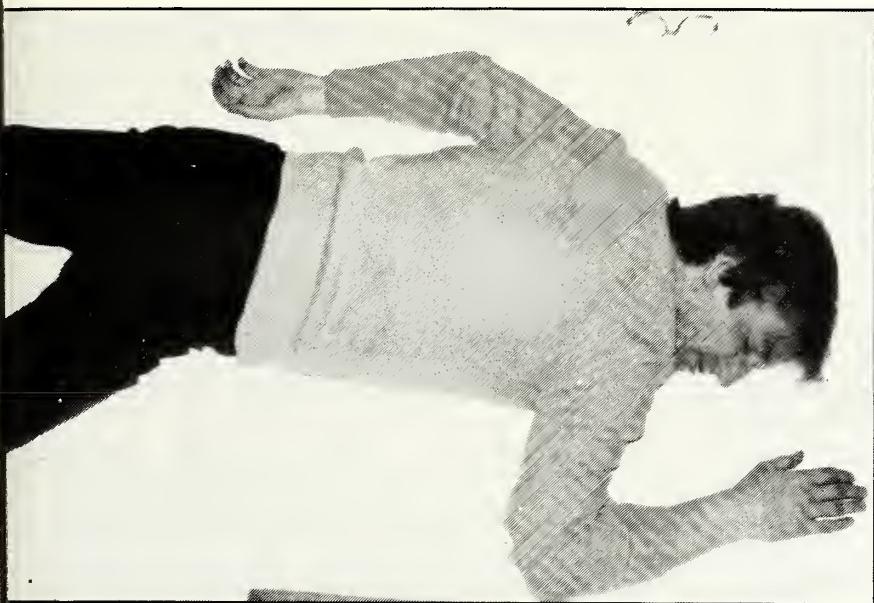
Many people feel faint at the sight of blood and out of sight is out of mind. I like to work from the rear when ear piercing or



Left: With children, work from behind and never part from mother



Right: To stop bleeding, raise the limb and apply pressure



Recovery position for the unconscious patient

Keep all implements out of sight. I also have the patient's receptive ear for reassuring words.

If bleeding is from the leg or foot, the patient must lie down and raise the limb by placing the heel of the foot on a chair.

A cut on the face requires a light dressing and a referral to the doctor or hospital. It may seem a minor injury but no young lady wishes to have a facial scar, so do not leave yourself or the Chemist's Defence Association open to a claim for damages.

Bleeding from the nose is common and caused by a small vein bursting. It usually responds to firm pressure with the finger or thumb just below the bony structure of the nose. Once reduced insert a small plug of cotton wool and advise the patient to breathe through the mouth for a while.

Bleeding from the gums after a dental extraction should be referred back to the dentist.

Bruises and fingers crushed in the door, usually of a car, are very painful and can be relieved with a cold swab of witchhazel. I give a paracetamol and codeine tablet to adults and a soluble junior aspirin to children. They should be sent to the doctor or hospital for further examination of the damaged tissues and bones.

Injuries

Do not move the patient. Keep warm and place a cushion under the head. Do nothing to aggravate the injury. The ambulance will immobilise the limb before removal of the patient to hospital.

Burns and scalds

Burns that you will see will be minor. More extensive injuries should be already at hospital. All burns require further treatment.

To relieve the pain either immerse in water or apply a cold water swab. If there is a blister do not break. A sterile

paraffin gauze dressing is useful over both blister and broken skin burns.

There are many burn creams and sprays available which I have found useful to ease the pain. A few years ago these were not generally accepted but are now frequently prescribed. They are not recommended for continued application.

Give first aid to a larger burn and refer to the doctor.

Dealing with children

The NPA advertising shows the pharmacist bandaging both a child and her "teddy bear." This is how it should be done. Never part the mother, child or doll and again work from the back as shown. This position enables the mother to hold the child and to keep its attention with soothing talk, and also prevents her trying to help you.

When dressing baby fingers with tubular gauze extra firmness and support can be attained by bandaging two fingers together. Continue the gauze to the wrist and fashion as a finger stall. Treat cuts as mentioned previously. Swab bruises with witchhazel and give mother several wet swabs to continue the treatment at home.

Examine the child's body for hidden bruises or injuries. The usual explanation is that "He fell out of the cot and hit his head." If you have reason to doubt this, try to obtain the name and address and ask your local health visitor or district nurse to make a discreet house call. You may have a case of child violence that needs investigation.

Reassurance

In all cases speak to patients and reassure them. No matter how trivial the injury may seem to you it is of importance to them. A dab of surgical spirit from a pharmacist in a white coat creates confidence and will ensure a grateful and regular customer in the future. Never charge. Keep a charity box in sight should they wish to give freely and voluntarily.

Static market for dressings

The UK first aid dressings market is worth £18 million at RSP, divided into pre-cuts with a 54 per cent unit share and dressing strips with 46 per cent. There is a small movement towards dressing strips.

Johnson & Johnson, makers of Band-Aid, comment that the market is fairly static and characterised by infrequent purchase. "To build sales it is essential to create on-shelf impact in conjunction with an obvious consumer benefit," they say.

Elastoplast dominates each market sector, claiming a 60 per cent sterling share for dressing strips, 55 per cent for pre-cut plasters and 80 per cent in spools. Band-Aid claims brand leadership in the plastic pre-cuts with a 53 per cent unit share and in plastic dressing strips with 43 per cent.

Mintel, in a Market Intelligence report last year (*C&D*, August 27, p372), said that brand loyalty took a back seat to price in the adhesive dressings market and predicted that own label brands would penetrate further over the long term, a threat which manufacturers of the leading brands would have to counteract by means of marketing, advertising and product differentiation. The recession has taken its toll, with people buying smaller packs and keeping less as stock in the medicine cabinet, Mintel added.

Mr Graham Siddle, Smith & Nephew's general manager, told *C&D* earlier this year (January 14, p68) that any market, even one where it was almost impossible to improve sales unless people cut themselves more, still needed to be promoted "above-the-line". With this in mind, the company is putting over £1m — the market's biggest ever spend — behind Elastoplast in a national television campaign from May to October.

January saw the relaunch of the range with an improved Airstrip offering a low allergy adhesive and a 40 per cent thinner film. Johnson & Johnson say that Band-Aid fabric dressing strips enjoyed a 50 per cent volume increase in 1983 over 1982, largely by active promotion. On-pack promotions for both consumers and trade are planned for this year in the Band-Aid support programme.

A free wallchart for the surgery and health centre, illustrating the use of Steri-strip skin closures, is available from Miss Fiona Dennison, 3M Health Care, 3M United Kingdom Plc, 3M House, PO Box 1, Bracknell, Berks. Use in treatment of minor trauma and to speed post-operative recovery after early suture removal is described, and step-by-step application guidance is given. The skin closures (6mm x 75mm only), are now available on FP10.

Care Laboratories are continuing their series of launches, relaunches and campaigns that they started last year for the Savlon brand.

The latest introductions are a mint-flavoured lip salve and a Sportsystems bag containing a range of first aid products for the treatment of sports injuries, including Savlon dry spray, cream and disinfectant, sterile dressings, smelling salts, chemical ice pack, cold spray, antiseptic wipes, plasters, bandages and scissors (*C&D*, February 11, p267). The 600ml bottle of Savlon liquid, launched last year, will be available again for a period in the Spring.

The Savlon "Home safe home" book is available free in return for one proof of purchase of any promotional bottle of Savlon disinfectant until June 30. The 32-page book covers first aid, hygiene, emergencies and accidents. A dumpbin with backcards that can be changed to feature current advertising or promotional campaigns, displays all sizes of the liquid.

The antiseptic cream, which is claimed overall brand leader in the antiseptic cream/ointment market, will feature strongly in a nationwide television campaign planned for this year.

Bookmark offer

Promotional activity for Savlon dry spray includes distribution of a free bookmark in the ticket wallet of all holidays booked through W.H. Smith Travel. The bookmark features information on how to apply first aid in minor holiday accidents.

Beecham say that Germolene is the leading ointment in the antiseptic cream/ointment market. They are increasing "above" and "below-the-line" support for the product this year and an advertising campaign is planned for the key selling Summer period, starting in May. Germolene New Skin has recently been relaunched with a new bottle and pack design. The product forms a protective coat that allows minor wounds to heal without

Support for antiseptics

The antiseptic ointment / cream market is estimated to be worth £8 million and the liquid antiseptic market £40m at rsp (almost equally divided between antiseptics and disinfectants). C&D asked manufacturers how they would be supporting their brands this year.



further infection, the company says.

Seton are offering a 10 per cent discount off prices of their antiseptic cream, Care, and Quench burn cream.

International Laboratories are putting record marketing support behind Dermidex skin medicine this year. A spend of about £105,000 is planned in the national Press, women's magazines, *Radio Times* and *TV Times*, mostly between May and October. Advertisements for Burneze will run continuously in national newspapers from May until the end of the year.

Reckitt & Colman pharmaceutical division say that Dettol sales rose 6 per cent in 1983 and the product continues to outsell its nearest rival by three to one. Sales of the 750ml size rose by nearly 50 per cent and now account for 1/5 of total Dettol sales.

This year's advertising campaign will be concentrated in the national women's Press, with about 50 million full-page advertisements in full-colour between May and November. There will be television bursts in Scotland in March/April and July/August.

Special offers this month include a Dettol first aid kit at £5.95 on the 100ml size and a half price refund on the 750ml size. There are also 10 per cent extra content offers on the 275ml and 550ml sizes. A collar on the 550ml features an offer of Black and Decker smoke alarms, a promotion in line with the "Dettol protects" theme.

The Dettol Youth Caring Awards scheme reaches its climax in May with "live" television coverage of the finals. The scheme aims to recognise young people who are voluntarily helping less fortunate members of the community. The awards are sponsored in association with BBC TV Pebble Mill at One.

First aid boxes

J.S. Clayton & Co Ltd list in their range of more than 60 standard first aid boxes those suitable for the car, home and leisure activities, as well as those for industry, which comply with the Health and Safety at Work Regulations.

A catalogue is available on request from the company at Morewood Estate, London Road, Sevenoaks, Kent. Clayton offer special terms to retail pharmacists whom they would like to see offering more first aid outfits over the counter.

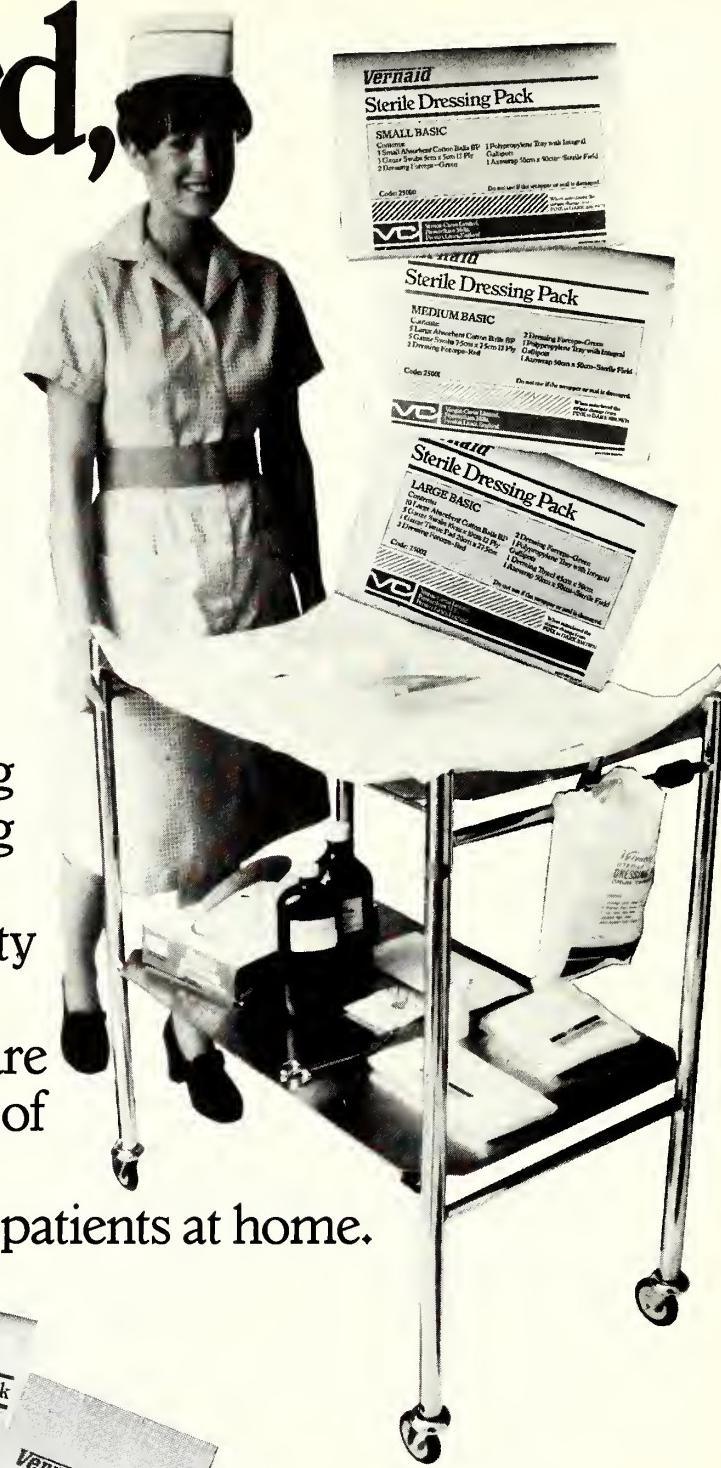
The company will be exhibiting at the London Health and Safety Exhibition at Olympia in April, and will be happy to meet pharmacists there. Complimentary tickets are available.

Robinsons of Chesterfield also produce a number of first aid dressing packs for industrial first aid, where boxes containing around 100 dressings or bulk quantities of up to 5,000 plasters are available.

In the ward, theatre and in the home...

Vernaïd® Sterile Dressing Packs, used under the exacting conditions of hospital operating theatres and wards, have a reputation for the highest quality throughout the medical world.

The same high standards are maintained for the preparation of Vernaïd® Drug Tariff Dressing Packs for dispensing or sale to patients at home.



Vernaïd®

The leading name in Sterile Dressing Packs in the hospital and home.

From your usual wholesaler.



Vernon-Carus Limited
Penwortham Mills, Preston, Lancs. PR1 9SN
Telephone: Preston (0772) 744493/8

Pharmacy for pharmacists

The issue of ownership of pharmacies has now become a major challenge to the professional integrity and future status of pharmacy in this country. It has been debated both in the pharmaceutical Press and by Council of the Pharmaceutical Society.

The subject has also been discussed during the 1983 branch representatives meeting (under motion 24) and at the special general meeting, called for that purpose last October. At both these meetings the principles embodied in the motions were overwhelmingly accepted by the voters.

In its wisdom the Society's Council has decided to do little or nothing to implement the democratic wishes of the membership as expressed in those motions. The membership, therefore, should be given the opportunity to vote in the forthcoming Council elections for candidates who are committed to the principle of pharmacist ownership of pharmacies — candidates who are prepared to re-open the matter in Council, if elected, and to work continuously towards its realisation. Nicholas Wood, Mike Reynolds and Dengar Evans propose to offer themselves as candidates in this respect, so that the issue can be tested through the ballot box.

We believe it is possible for our Council, in co-operation with the rest of the profession, through its branches, to produce a document which would convince the nation and Parliament that this commonsense concept of ownership would add a new dimension to the practice of pharmacy, and would bring great benefits to patient and health care generally. If elected we would press for a working party to stimulate widespread debate, to collate the findings, and write the manifesto.

To achieve our aims, primary legislation may be required. Should this be necessary, we would seek the right mechanism to deepen our influence in the House of Commons in order to gain the support of Government and opposition parties.

We have no illusions regarding the difficulty of the task, and we accept that it may take many years for changes to become apparent — which is the compelling reason for doing something now.

We claim no artificial labels, belong to no pharmaceutical electioneering groups, and stand only as committed individuals united in the common belief that ownership of pharmacies by pharmacists is a goal

towards which we should actively strive.

We believe that the membership should show the strength of their feeling on this issue through the democratic process available to us.

Ashwin Tanna, London SE22

Mike Reynolds, Highcliffe, Dorset

Nicholas Wood, Blackmore, Essex

Dengar Evans, Trethomas, Gwent

EPA in heart disease

Here at Seven Seas we were heartened to see review article on "Fish oil and heart disease" (*C&D* last week) but disappointed that you didn't seem aware of the substantial amount of research carried out on Maxepa, a low vitamin capsulated marine oil with a high concentration of eicosopentaenoic acid (EPA). Whilst we appreciated mention of Seven Seas cod liver oil products, it seemed to us strange to omit Maxepa.

The majority of products listed would not be suited to act as dietary sources of fish oil. As Dr Li Wan Po points out, the vitamin A and D content makes them of questionable value at the intakes likely to be necessary to make an impact on EPA/DHA levels in the body. This particularly applies to halibut liver oil, which often contains such high concentrations of vitamins A and D that the actual oil must be substantially diluted by vegetable oil prior to encapsulation. The fish oil content (and hence the EPA/DHA content) is thus negligible.

The table shows the comparative EPA levels of products, together with vitamin A and D levels. Thus to supply a realistic intake of EPA, the only effective alternatives are Seven Seas cod liver oil with a reduced vitamin A and D level, for safety reasons at the rate of 10mls per day, or Maxepa at the rate of up to five capsules per day.

Dr R.D. Rice

Technical manager, Seven Seas

□ Dr Li Wan Po quotes research mentioned by Dr Rice in an article on Maxepa in *C&D* September 18, 1982, and makes it quite clear that the Ω-3 series of acids, which includes EPA, is more likely to be of use in the prevention of heart disease. The sin of omission is *C&D*'s for not including Maxepa in the list of preparations. (see also p397).

Parallel points

A great deal has been published about parallel importing, most of which has been condemnatory. However, there is another point of view applying to goods of EEC origin, which may be summarised as follows:

1. Parallel importing is legal — EEC law (apparently) decrees this. Britain is a member of the EEC, one principle of which is free movement of goods.
2. Major manufacturers have consistent standards throughout Europe.
3. Some European packs are preferable to the UK packs (eg MSD products).
4. Whether or not an individual contractor engages in parallel importing, he will be subject to an across the board "clawback," therefore one is obliged to take advantage of the scheme.
5. The PSNC has not advised us to stop parallel importing; therefore they must approve.
6. The NPA has not advanced really convincing arguments against parallel imports.
7. The Pharmaceutical Society has not prosecuted any pharmacist for supplying parallel imports which fail to meet specification.
8. The DHSS has not yet intervened; therefore they must approve, albeit tacitly.
9. The patient has suffered so much inconvenience with generic prescribing that he/she is hardly a consideration these days. Consider the various colours of propranolol; the variety of markings on nitrazepam; the differing bioavailabilities of glibenclamides.
10. Pharmacy is a business, and business is about efficiency in financial transactions. There is nothing to be ashamed of in buying from the cheaper source (assuming quality criteria are met).

If parallel importing is to be stopped, then there will have to be fresh legislation or the activity will continue indefinitely. However, reserve the criticism for the system, do not blame individual contractors. Incidentally, I see no defence in importing from other than EEC countries.

D.F. Kaye

Devonport, Plymouth

| | Daily Dose | Amount in Daily Dose | | |
|---------------------------------|-------------------|-----------------------------|---------------|---------------|
| | | EPA (mg) | Vit A (IU) | Vit D (IU) |
| Halibut liver oil capsules | 1 capsule | 5(?) | 4000 | — |
| Cod liver oil capsules | 6 capsules | 180 | 4000 | 400 |
| Seven Seas cod liver oil | 10mls | 1000 | 4000 | 400 |
| Maxepa marine lipid concentrate | (1-) 5 caps | 900 | 500 | 50 |

Only sympathy

Over recent years I have watched with interest the proliferation of leapfroggers. I have read the odd howl of protest in letters to the pharmaceutical Press. The Society, by its very nature, appears unable to do anything. The NPA although very sympathetic, appears equally powerless.

I am the director of a pharmacy of some 130 years existence and am about to be leapfrogged, having spent some 15 years building up a once derelict business. My letters to the local Council, who are the landlords concerned, conveniently get lost. My visits or phone calls to local councillors produce a sympathetic reaction, but that is all. My local Chamber of Commerce appears to be the only body which reacted positively on my behalf — but admits to a lost cause. A phone reply they received via a council official suggested the leapfrogger would do the scripts and my establishment sell the perfume! In other words, you can get the fish in one place and the chips further down the road.

While I am a believer in free trade, and

have no objection to another shop selling drug store commodities near me (as already exists) dispensing is a separate entity requiring special consideration and protection, as on the Continent.

I would like to hear from other colleagues who have been, or are about to be, leapfrogged and learn what unsuccessful fight was put up. I would then like to see the response from the profession concerning the setting up of an action group to put a stop to this iniquitous practice.

C. Simmons

Meteor Pharmacies Ltd
197 Roman Road, London E2

Right price

May I remind community pharmacists that Cymalon has followed Triadol in offering us 20 per cent POR on its basic price. Furthermore, Sterling Health are bringing out six new products this year. Four of these products are going to be Pharmacy Only.

The company needs our support. We will support them at a price!

A. Shah

Edgware, Middx

OP view

The Council is seeking advice on "original pack dispensing" so here is mine.

Imagine every product on our shelves being in an appropriate pack, complete with warnings and stating "take . . . tablets . . . times a day". Now ask yourself — "What will we be doing that the GP's receptionist cannot?" and "Is this service worth £300m a year to the NHS?"

These questions are relevant because this government is committed to containing health service costs and the largest uncontrolled sector is the GP's drug spending. It is possible, though unlikely, that the cost would be put on the consumer. Even this is small comfort to us, as they would soon learn what they could do without.

If the DHSS wanted to increase the financial accountability of GPs it may find it easier to do so if the functions of prescriber and dispenser were no longer separate. Of course this seems inconceivable, but now return to paragraph one.

Alan Castell

Rainham, Essex.

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More Letters on p421

Each to his own, Dr Ford

Dr Steven Ford's letter (C&D last week) has about as much reality to the attitude of pharmacists as his statement concerning the attitude of dispensing doctors to the profits involved in the pursuance of their dispensing.

His comments are not worthy of my pen, but I will make some comment on his attitude. In Dr Ford we have an example of "No one is greater than I" syndrome. His superiority to other creatures is matched only by his ignorance of the pharmacist's job.

The pharmaceutical service and the care, attention and supervision of medicines and poisons are ones which require a great deal of expertise in dealing with any problems. Equally, the diagnosis and prescribing for the treatment of ailments require experts. Time and attention are needed in dealing properly with each profession's allotted occupation.

Why, I wonder, do some doctors object to the role of the pharmacist?

Do doctors really feel that a watch on their professional actions is an infringement of their powers? Are they saying that they should have monopoly of diagnosis, prescribing and issue of drugs? Or even worse, that what they do is beyond the check of mere humans? Do they suffer from some form of aberration, that they are God perhaps!

The Drs Ford and Rogers of this world are truly members of "The Citadel Era", and it is time that they confined themselves to the exacting task of keeping abreast with modern-day therapeutics, rather than encroaching, however obliquely, on the professional exactitudes of the pharmaceutical profession.

One final question. When is profit base? And what is it called when dispensing doctors make a profit? Money for the Gods perhaps!

John Davies

Secretary, Rural Pharmacists Association
Wiveliscombe, Somerset

Rural wit?

As I started to read Dr Steven Ford's letter in last week's C&D I laughed out loud — I thought it was a joke! Albeit in rather poor taste.

As I read on however I realised that he was in deadly earnest: he actually believes the sanctimonious claptrap that he has written, for if not, it means that he has added hypocrisy to his other sins of ignorance,

insensitivity and arrogance.

It is just as well to know what we are up against. If the majority of dispensing doctors have minds equally closed to facts that do not suit them, pharmacists are going to have a long, hard and bitter fight to retain the right to serve the public, and at the same time make a living for themselves. It would seem that Dr Ford believes a pair of horns and a tail are issued to each money-grubbing merchant who qualifies as a Pharmaceutical Chemist along with his certificate, while the halo and wings are reserved for those with medical qualifications.

As for "not being in it for the money", I can only say "pull the other one doctor, this one has bells on it". If there were no money in it you would not do it. I have seen *Pulse* magazine articles which show dispensing doctors how to maximise their profits from dispensing. They would surely be unnecessary if the motives for dispensing were purely altruistic.

Finally, the very act of doctor dispensing reminds me of the comment of Dr Johnson when he compared a woman preaching to a dog walking on its hind legs (not that I agree with him in that) when he said something like: "It is not done well, but one is surprised to see it done at all".

R. S. Medley

Weston-Super-Mare

ABPI cheek is 'stunning'

I am staggered at the effrontery of the ABPI in citing economic abuse by pharmacists (C&D, February 18). That they have the temerity to condemn retail pharmacists profiting at the public expense when this is exactly what they themselves are doing is stunning in its audacity.

I do not criticize their profitability — indeed this very profitability, if used constructively, should enhance their reputations through more innovative and efficacious products.

What I do criticise — and criticise most strongly — is that I as a taxpayer am forced to contribute a disproportionate percentage to those profits while the other EEC taxpaying beneficiaries contribute a much smaller amount.

No, gentlemen, your present screams of pain are long overdue. First put your own house in order before attempting to tell us what we should or should not do. Finally as to your defence — I am sure you can do much better than that. If even I find it totally unconvincing, whatever will the MOH think?

E. J. Ramsbottom

Wimborne, Dorset

BRM: legislate for distribution

A possible means of controlling distribution of pharmacies is to be debated at the Pharmaceutical Society's Branch Representatives' Meeting on May 17.

Torbay Branch is to propose that legislation should be passed requiring that specific planning approval under the Town and Country Planning Act, Use Classes Order, must be obtained before any premises can become or incorporate a pharmacy.

The aim is to help prevent pharmacies being incorporated in to supermarkets without consideration being given to the existing distribution of pharmacies. It may also restrict leapfrogging.

The National Pharmaceutical Association is supporting this move, which is being taken up in Parliament following a case in Devon where such an in-store pharmacy was planned.

South Clwyd Branch is to urge the Society to set up to a study into the adverse effects of television advertising of medicines.

Fife branch is to propose that the general advertising of medicines restricted to pharmacy sale should not be permitted unless it contains a clear direction to consult a pharmacist. Medicines transferred from Prescription Only to pharmacy sale should be subject to special restrictions.

Exeter Branch believes that the Society should legalise the registration of mobile premises so that pharmacists could provide services in rural communities.

Four resolutions relate to the labelling of dispensed medicines. They are: that labels should state the total quantity dispensed, to assist in the treatment of overdoses; manufacturers should suggest suitable cautionary wordings for their medicines so that patients receive the same warnings on the labels regardless of where their prescriptions are dispensed; where dosage instructions are inadequately stated on the prescription, the pharmacist should add directions to the label after consulting the patient; the Society should do some basic research into information on labels before making any further labelling requirements.

Leicester Branch believes there should be no restrictions on Council candidates using the pharmaceutical Press during the election period. Two other branches want changes in the election procedure to achieve better regional representation.

Hull Branch is seeking a comprehensive early warning system so that pharmacists receive information about drug withdrawals far more quickly.

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Multiples' discounts: OFT wants the facts

The Government is calling on manufacturers pressurised into granting the multiples unfair discounts to tell the Office of Fair Trading. Their evidence will be treated with confidence, it is promised.

The OFT currently takes the line that specific legislation to deal with discriminatory discounting would not be justified. This is in accordance with 1981's Monopolies Commission report on the subject.

But the way remains open for an investigation based on improper use of market power, and OFT director general Sir Gordon Borrie says he is prepared to look into this approach. However he currently lacks the evidence necessary to set-up a formal inquiry.

Confidential evidence would not fulfill this criteria, but may be helpful in indicating areas the OFT should itself explore, explains Small Firms Minister Alex Fletcher.

Mr Fletcher, speaking to the Food Manufacturers Federation, said suppliers in the grocery trade had complained that

large multiples and supermarkets currently enjoy such a strong bargaining position that they are able to negotiate discounts which squeeze manufacturer margins and cripple potential investment.

Complaints have also been received from small retailers unable to compete with the multiples on price.

The Department of Trade has confirmed to C&D that evidence from manufacturers in the toiletries and pharmaceuticals industry would be equally welcome.

The OFT is currently considering setting-up a fact-finding exercise designed to update the information from which the Monopolies report drew its conclusions.

□ Liberal MP Michael Meadowcroft used Tuesday's Commons question time to ask the Government to ensure drug companies' wholesale prices did not discriminate unfairly in favour of the multiples. Health Minister Kenneth Clarke replied that the Government could not become involved in negotiations with the drug companies, and pointed out that every effort was made to take discounts into account when calculating the pharmacist's reimbursement.

External factors such as favourable exchange-rate movements have also played a part.

The City had been looking for slightly better profits from ICI — with some analysts predicting figures in excess of £630m — and company shares closed the day 16p lower. John Harvey-Jones has set ICI the target profit-level of £1,000m, but is setting no deadlines. "I'm not saying we can do it — I'm saying we have to" he adds.

ICI part way to recovery

ICI staged a good recovery in 1983, with pre-tax profits more than doubled on sales up only 13 per cent. But chairman John Harvey-Jones — who described 1982's results as "lousy" admits the company still has "a hell of a long way to go".

Pharmaceuticals once again turned in a strong performance, with sales of £637m (1982: £516m) contributing £199m (£138m) to trading profits.

Petrochemicals and plastics, which lost enough in 1982 to cancel out pharmaceuticals' performance, saw losses reduced from £139m to just £7m. Sales here were up £386m at £2,296m. Profitability levels in this division are still said to be "far too low".

The group as a whole made £619m (£259m) on sales of £8,256m (£7,358m). The UK contributed trading profits of £390m (£176m) on turnover up 8 per cent at £5,018m.

Improvements over the year are mainly attributable to rationalisation and cost-cutting within the company although

Beecham to move into Italy

Beecham are spending £42.3m to buy their way into the Italian drug market.

This will give the company an 84 per cent stake in Milan-based Zambeletti, the country's fifth-largest pharmaceutical manufacturer.

"Zambeletti's marketing network forms a ready-made vehicle for getting our own products into Italy" says Beecham chairman Sir Graham Wilkins. Italian legislation prevents foreign-based companies marketing their products in the country unless they have a local manufacturing base.

The acquisition completes Beecham's access to European markets. On a worldwide scale, there are now only two major countries — India and Argentina — where the company does no business.

Augmentin will probably be the first Beecham product to go on sale in Italy, with a launch expected later this year.

Italian drug sales are worth around £2,000m a year — making it the world's fifth largest drug market, at about twice the British level.

Boots say no to Sunday trade

Boots have come out strongly against Sunday trading in evidence submitted to the Government's committee of Inquiry.

The company's stance is based on the belief that Sunday opening would eventually hurt the consumer as higher costs led to higher prices.

They feel new legislation could result in a change in the nature of Sundays as local authorities would be forced to provide extended refuse collection, car parking, policing and other services.

A change in the law would also lead to an increase in the trend towards out-of-city centre shopping.

"Like others in pharmacy, we try to provide a professional service where needed on Sunday" says the company. "But, as the independent knows, the costs are enormous".

The Government's own National Economic Development Office has also come down on the side of the anti's.

It says abolition of the current Shops Act would lead to higher prices and increased polarisation between large and very small shops.



The five winners of Smith & Nephew's Nivea Pioneer awards share between them £10,000 worth of sponsorship. The awards go to enterprising young women in the fields of sport, adventure, research and business. Carrie Warren (3rd left) will use her £2,000 to finance research on the retired. Carol Bartlett (Centre right) hopes to represent Great Britain at Olympic pistol shooting. Next to her is Madeline Hall who hopes to make a documentary chronicling the changing attitudes of women. Gabrielle Fox Butler (2nd right) took the business award for home bookbinding, and Margaret Manning (right) a special award which will be used to help her set-up a counselling service. Also pictured are judges Dr Jane Davey, Sharron Davies and the company's own Anthony Bush.

NPU payout

Investors in NPU Holdings Ltd are expected to receive around £2 per share payout, following the passing of the winding up resolution at an extraordinary general meeting.

Tributes were paid to the National Pharmaceutical Association Board for taking the step to separate NPA from Independent Chemists Marketing Ltd, and

to the company management. However, from the discussion it appeared many members were under the impression that most of the Holdings investment was in ICML; in fact ICML took only 10 per cent.

Some effort was made to support the pharmaceutical sector, and investments in Evans Gadd and Swansea Wholesale Chemists had been particularly good. ICML itself consistently returned a dividend beyond its share of the capital, and it is considered the payout to shareholders is "very commendable".

Sterling Europe reorganise

Sterling-Winthrop Group are reorganising their European business on a national rather than product basis.

Previously, operations were simply divided into prescription medicines, consumer and industrial categories.

In the UK policy is to encourage closer co-ordination of business functions within the three categories.

In ethicals, for example, control of research, production, medical direction and marketing has been centralised under a prescriptions medicine group. This, the company hopes, will assist in bringing new products from the laboratory to the market as quickly and smoothly as possible.

Appointments in the UK include Dr George Margetts as head of the prescriptions medicines group, Jeff Wood as president of all ethical marketing divisions, Jeff Pasley as marketing director of Winthrop Laboratories and Brian David as managing director of Sterling Research Laboratories.

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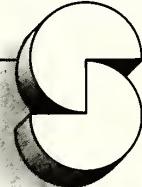


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Doncaster Pharmaceuticals have moved to 16 Shaw Lane Industrial Estate, Doncaster, South Yorks (tel 0302 20511 or 20512).

Temana Bees are to sell their seeds business to **Fisons**. This will involve Fisons in the purchase of £1.35m worth of Temana Bees shares from Shell Holdings (UK). The Temana Bees operation — including Webbs and Bees brands — will now be incorporated into Fisons Horticulture's consumer products business.

BDH Chemicals are expanding their diagnostics division with the addition of new products and an improved sales and service network. Gurr stains and microscopy materials and Eppendorf clinical analysers join the range. To mark these changes the division, previously called EM Diagnostics, will in future be known as BDH Diagnostics.

United Glass lost £14.4m in 1983, compared to the previous year's £5.3m. Redundancy and closure costs were more than doubled, accounting for £12.4m. Turnover fell £6.7m to £179.3m. The glass containers division 1982 profit of £6.4m became a loss of £380,000, despite these operations turning round to profitability in the second half.

PSNI dinner

The Pharmaceutical Society of Northern Ireland's president's dinner is to be held on Wednesday March 21, at the Conway Hotel, Dunmurry, at 8pm.

Cost, inclusive of wine, is £10 per person.

During the dinner Mr Ivan H. McFarland and Mr Ronnie McMullan are to be presented with their fellowship certificates. Society members wishing to attend should contact the Society office on or before March 12 (tel 226927).

Last chance

The original 300 places at Unichem's 1984 pharmaceutical convention in Portugal, have been booked. However, a further 25 double rooms are now available.

Information from: *Lynn Farmer, Soler Touriste, Unichem House, Cox Lane, Chessington, Surrey* (tel 01-391 2525).

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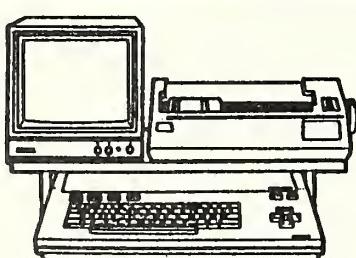
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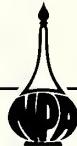
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35 years with Tampax

Peter Webb, national accounts manager at Tampax has just completed 35 years not out with the company. Last week he was guest of honour at a special company dinner held to commemorate the occasion.

Mr Webb joined the company as a medical representative in 1949. "In those days," he recalls "there were 17,000 chemists, and I had the job of looking after a quarter of them."

He describes his role then as "general factotum," helping the retailer solve all manner of sales and supply problems. Tampax at that time also marketed a range of semi-ethical products.

For most of his career, he was based in the Midlands. His regular workload of 60 calls a week meant long hours in those pre-motorway days.

Peter is a keen golfer and member of the Pharmaceutical Golfing Society.

'Herr' Beckett

Professor Arnold H. Beckett was installed as a "corresponding member" of the German Pharmaceutical Society on February 3 in Frankfurt.

In the constitution of this Society, there can only be at any time ten such members and each is appointed for life. Professor Beckett was given the honour for his scientific contributions in the field of pharmaceutical chemistry and biopharmacy.

Professor Beckett was president of the Pharmaceutical Society of Great Britain from 1981-82.

Danger scripts

North London community pharmacist Mr Jerry Shulman claimed on Tuesday to encounter one potentially dangerous prescription or drug interaction each week, by using his patient record system.

Speaking on BBC radio's "File on Four" he cited a case of an ephedrine-containing preparation prescribed for a patient on an

MAOI, and a tetracycline syrup for a child of six — the latter he refused to dispense.

The programme's main aim was to question doctors' drug knowledge, and influence on it, in the light of continued prescribing of phenylbutazone.

Sharing wealth

A philanthropic pharmacist with the Midas touch was the subject of recent article in the Canadian *Globe and Mail*.

Murray Koffler, the wealthy chairman of Shoppers Drug Mart, began with one store and emerges, 43 years later, as chairman of over 450.

But Mr Koffler is said to subscribe to the notion that "money is like manure — only good if you spread it around. "I believe in giving away my money while I'm alive — not leaving a trust or foundation."

He has given millions to hospitals and education centres, including the Koffler Ambulatory Care Centre at Mount Sinai Hospital and the Student Services Centre at Toronto University. He is also founder of the Council on Drug Abuse and founder and financier of the Toronto Outdoor Art Exhibition — the second largest art show in the world. His current concern is financing a "think-tank" of business men to consider ways to train native people for jobs.

MPS joins board

John Shepherd Munro, MPS, joins the board of Roche Products as sales and marketing director. He also becomes managing director of Roche Pharmaceuticals (Ireland).

Mr Munro completed his training in Aberdeen, and joined the Register in 1956. He began his career as an apprentice pharmacist with Boots, working in retail throughout Scotland.

He then joined Pfizer as a representative, also spending a year in their development laboratories. After a period at Abbot and Duphar he joined Warner Lambert where he eventually became marketing director. From there he moved to Alcon, and then on to Roche.

All change

Steve Radcliffe joins Tampax as marketing director. Previously he worked at Redheads Advertising and Proctor & Gamble.

He succeeds Philip James, who has been taking care of marketing duties for the past five months. He now moves on to Tampax Incorporated in New York.

Derek Cork has joined the company as sales co-ordination manager. He most recently worked for Findus.



The Britton Brothers (left and second right) of Jack Britton Chemists Ltd, Derbyshire, are the winners in the Bristol-Myers Nucross Scribe label printer draw. They are pictured with Bristol-Myers regional sales manager Ronnie Miller (second left) and Numark operations manager Frank Worrall.

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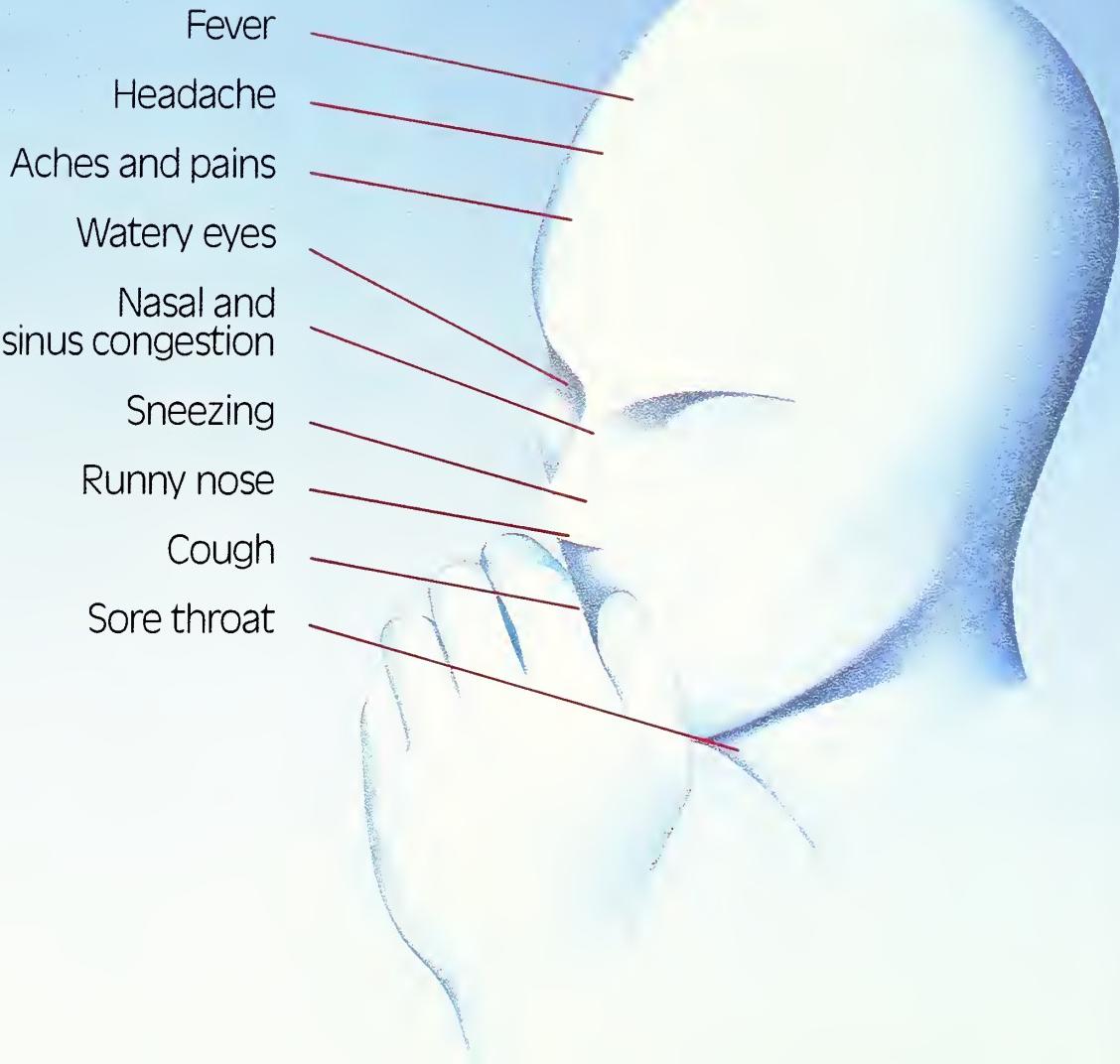
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